

Telecom Customer Churn Dashboard – Using Excel

A Data-Driven Analysis to Understand
Customer Attrition and Key Churn Drivers



Telecom Customer Churn Dashboard

Total Customers
7,043

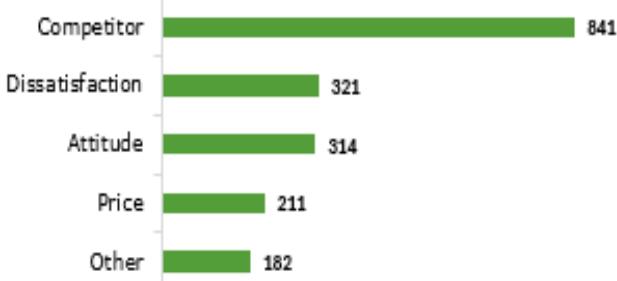
Total Churn
1,869

Churn Rate
26.54%

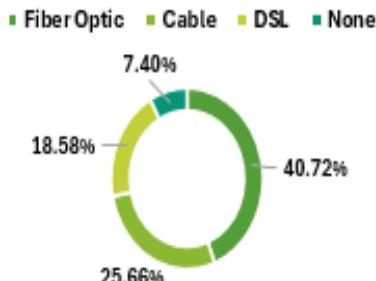
New Joiners
454



Total Churn by Churn Category



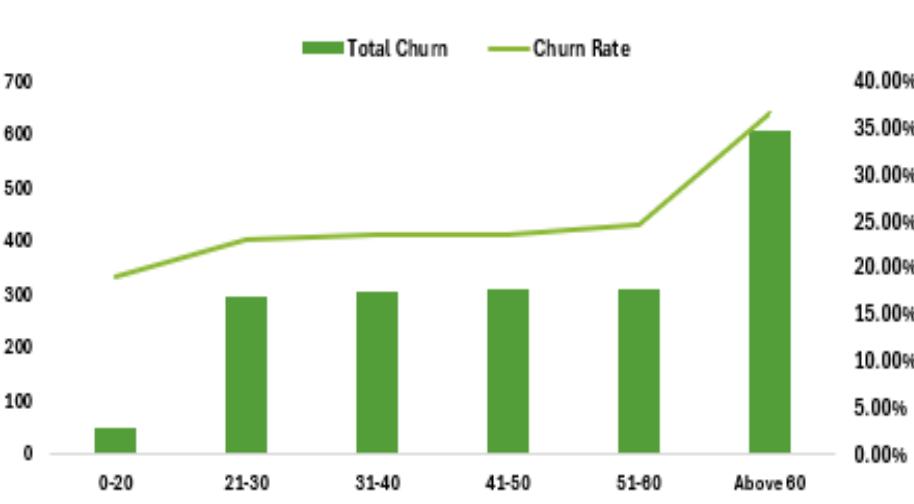
Churn Rate by Internet Type



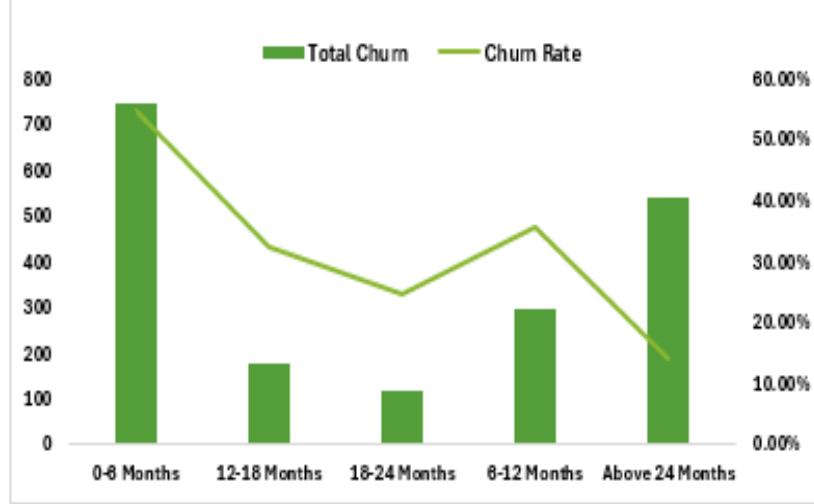
Churn Rate by Contract



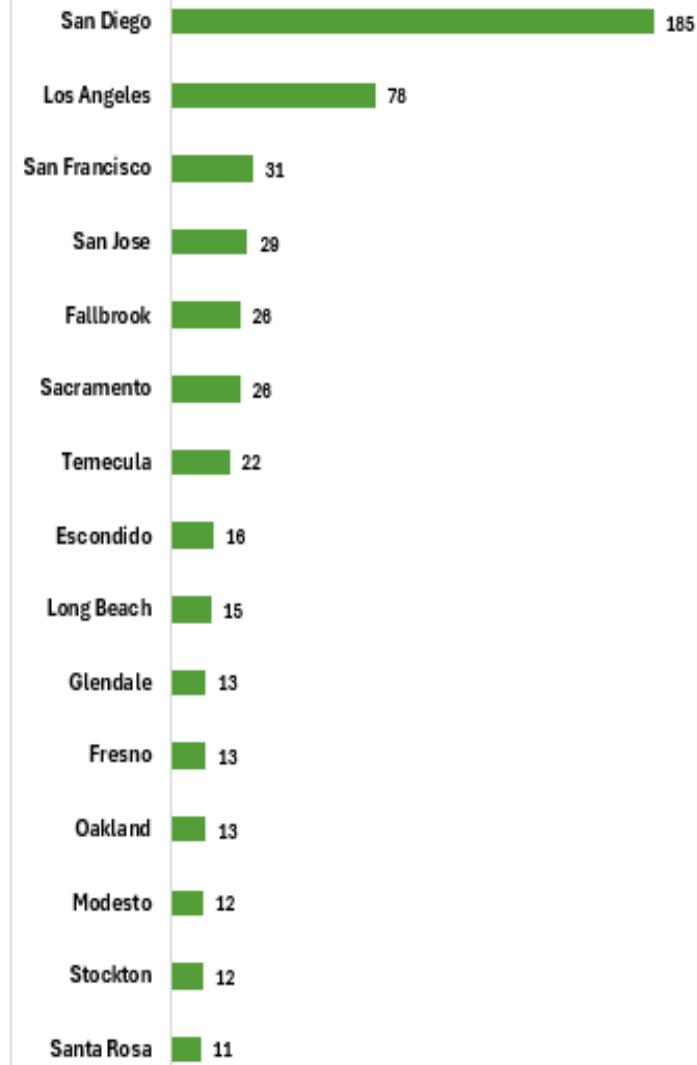
Total Churn & Churn Rate by Age Group



Total Churn & Churn Rate by Tenure Group



Total Churn by Top 15 Cities



Problem Statement



The telecom company is experiencing high customer churn and lacks a clear analytical view to understand the key factors driving customer attrition.



Rising customer churn is negatively impacting revenue, and the company needs a dashboard to identify and address these patterns.

Key Metrics



Total Customers



Total Churn



Churn Rate



New Joiners

Pivot Charts



Total Churn by Churn Category



Churn Rate by Internet Type



Churn Rate by Contract Type



Total Churn & Churn Rate by Tenure Group



Total Churn & Churn Rate by Age Group



Total Churn by Top 15 Cities