Telecommunications Dashboard

Contract Type
- Month-to-month
- One year
- Two year

Gender
- Female
- Male

Payment Method
All ⌄

No. of Customers
7043

Churned Customers
1869

Churn Rate (%)
26.5%

Active Customers
5174

Avg. Tenure (Months)
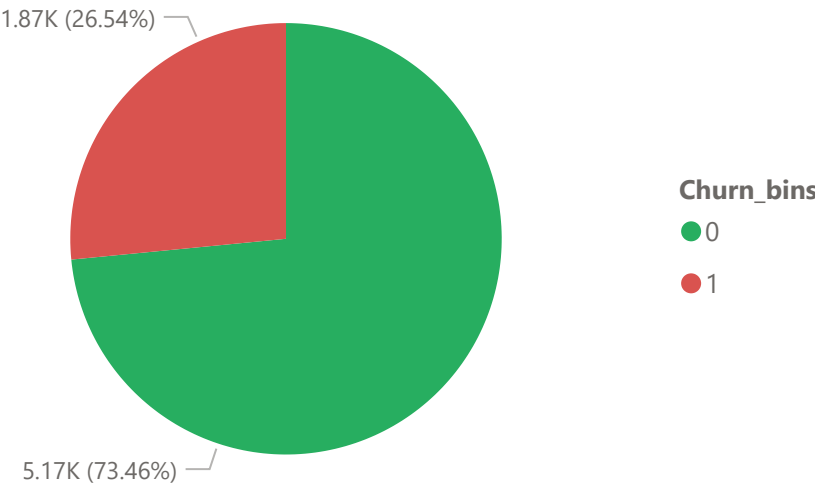32.37

Avg. Monthly Charges ($)
64.76

Customer Distribution – Churned vs Retained

1.87K (26.54%)

5.17K (73.46%)

Churn_bins
- 0
- 1

Churn Distribution by Contract Type

Churn_bins ● 0 ● 1

Contract	Count of customerID
Month-to-month	1.7K (churn) / 2.2K (retained)
Two year	1.6K
One year	1.3K

Customer Behavior & Churn Drivers

Avg. Tenure (Months)

32.37

Avg. Monthly Charges ($)

64.76

Churn Rate (%)

26.5%

Contract Type

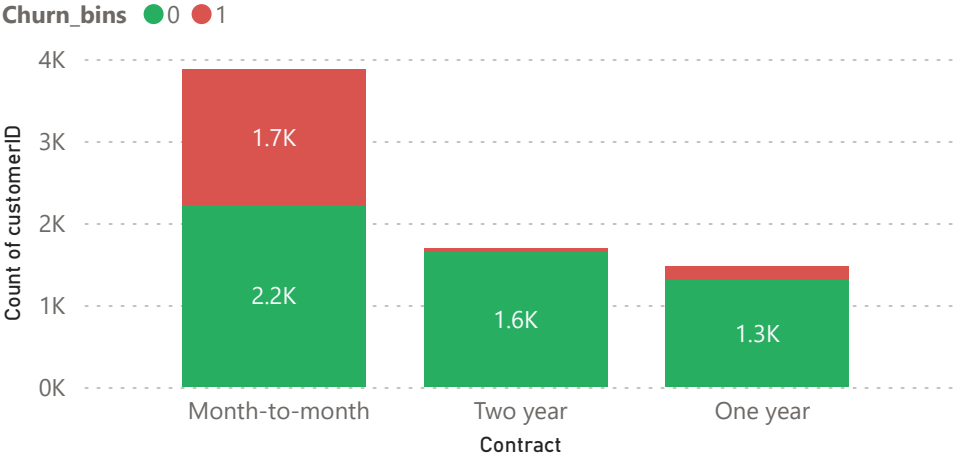- Month-to-month
- One year
- Two year

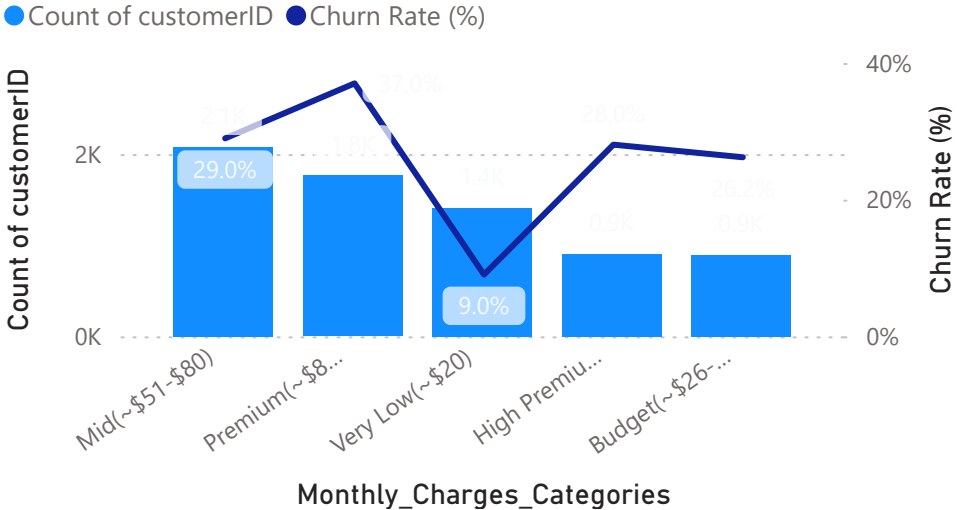## Gender

- Female
- Male

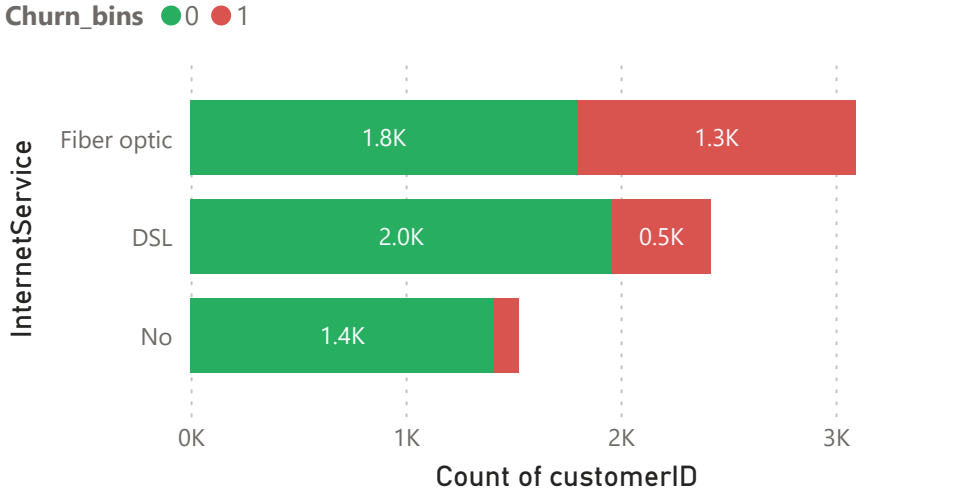## Payment Method

All ⌄

Churn Distribution by Contract Type

Churn_bins ● 0 ● 1

Churn By Tenure Ranges

Churn_bins ● 0 ● 1

Churn By Monthly Charges

● Count of customerID ● Churn Rate (%)

Churn By Tenure Ranges

Churn_bins ● 0 ● 1
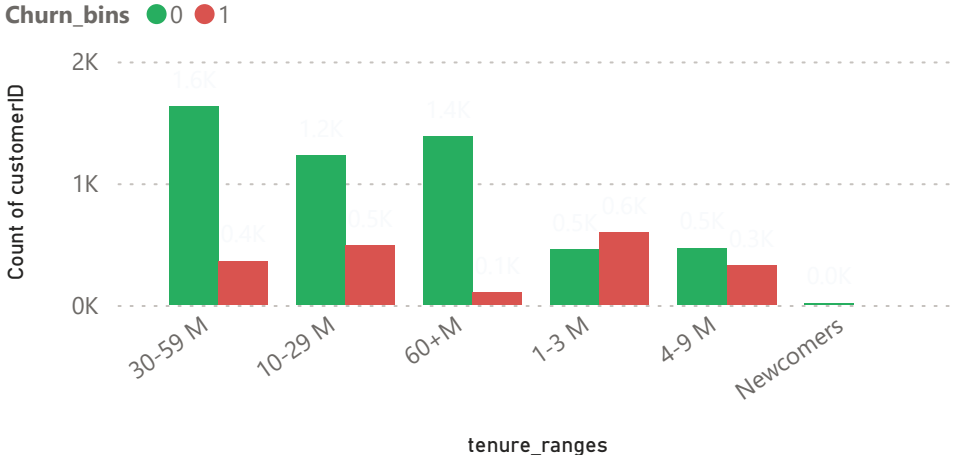
Demographics & Customer Profile

% With Dependents
29.96

Avg. Tenure (Months)
32.37

% Senior Citizens
16.21

Contract Type

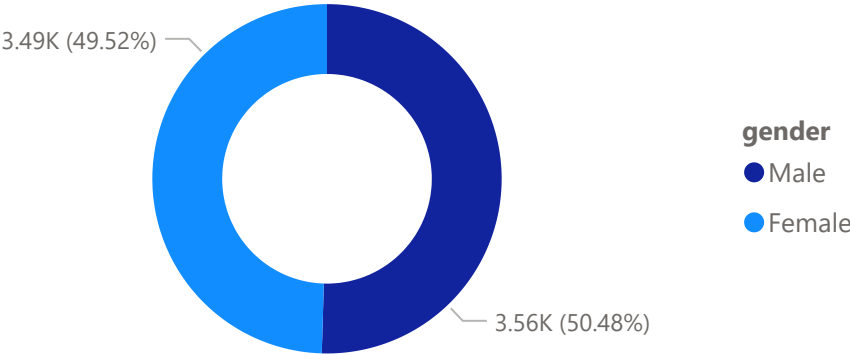- Month-to-month
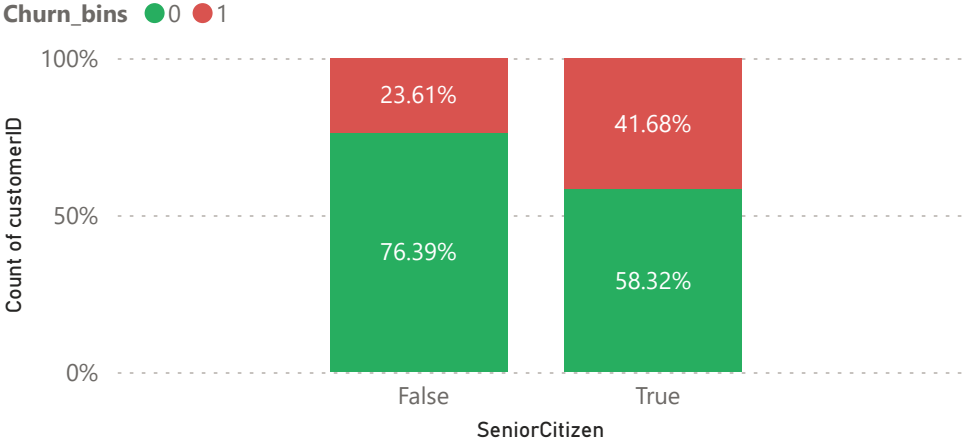- One year
- Two year

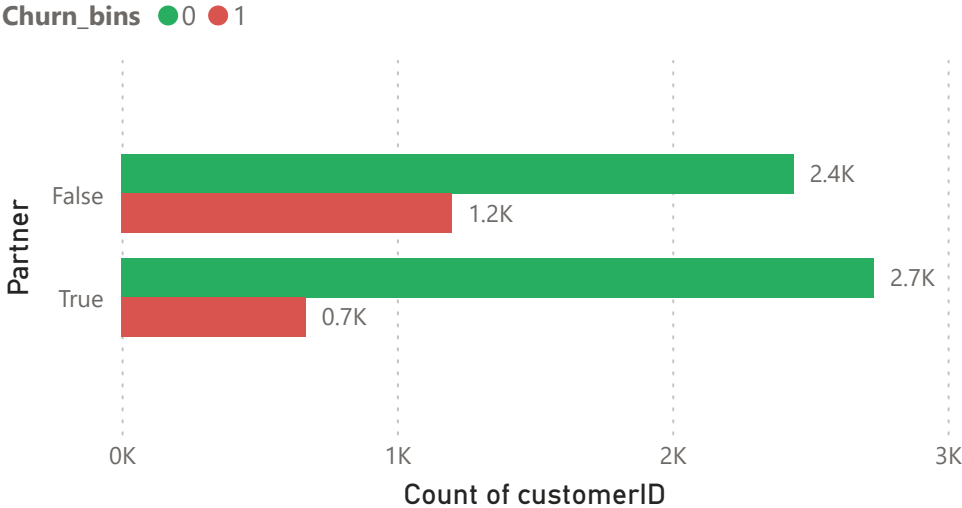## Contract Type

- DSL
- No
- Fiber optic

Payment Method
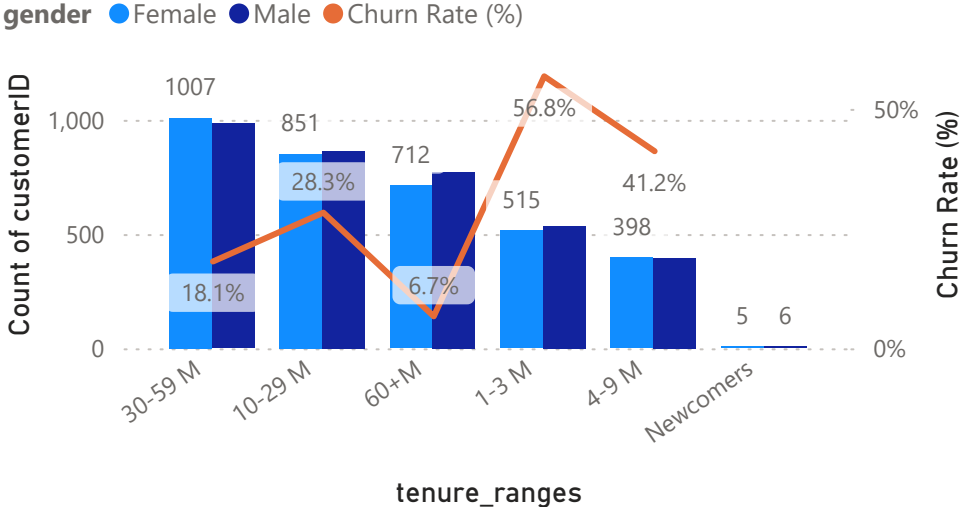
All ⌄

Customer Distribution – Churned vs Retained

3.49K (49.52%)

3.56K (50.48%)

gender
- ● Male
- ● Female

Churn By Senior Citizen

Churn_bins ● 0 ● 1

SeniorCitizen	0	1
False	76.39%	23.61%
True	58.32%	41.68%

Churn by Partner/Dependents

Churn_bins ● 0 ● 1

Partner
- False: 2.4K / 1.2K
- True: 2.7K / 0.7K

Count of customerID: 0K – 1K – 2K – 3K

Churn by Tenure Range (Overlayed by Gender or Age Group)

gender ● Female ● Male ● Churn Rate (%)

tenure_ranges	Count	Churn Rate
30-59 M	1007	18.1%
10-29 M	851	28.3%
60+M	712	6.7%
1-3 M	515	56.8%
4-9 M	398	41.2%
Newcomers	5 / 6	

Financial & Service Insights

Avg. Extras
2.04

Avg. Total Charges ($)
2.28K

Avg. Monthly Charges ($)
64.76

Contract Type

- Month-to-month
- One year
- Two year

Contract Type
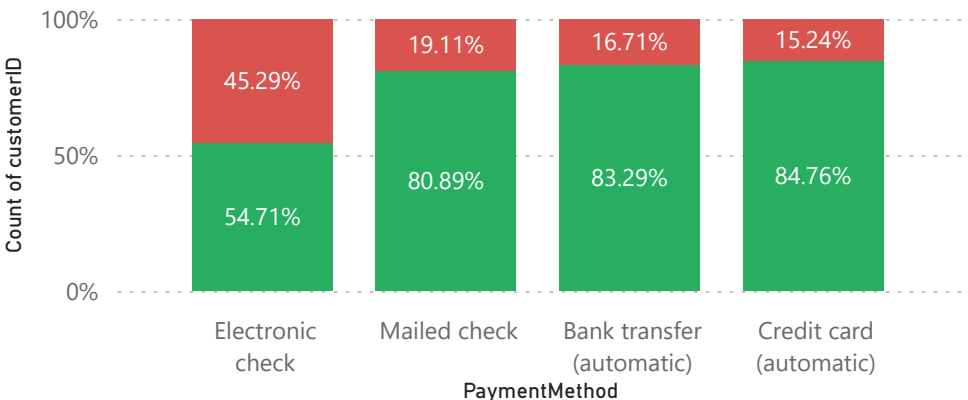
- DSL
- No
- Fiber optic
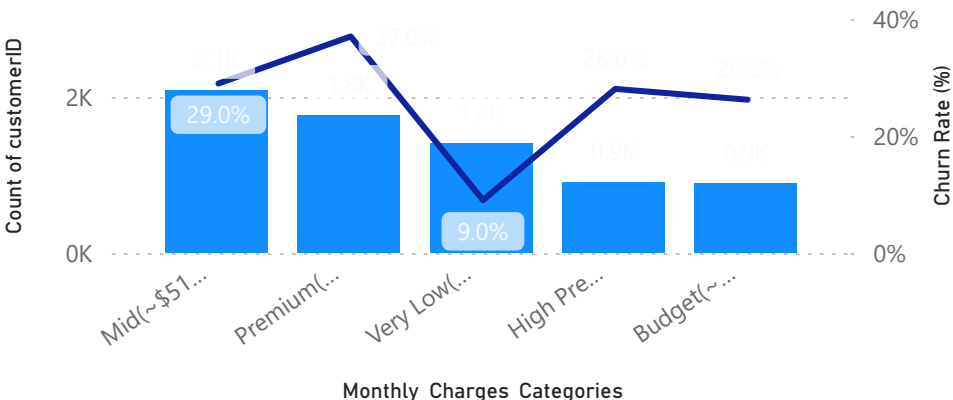
Payment Method

All ▾

Churn By Payment Method

Churn_bins ● 0 ● 1
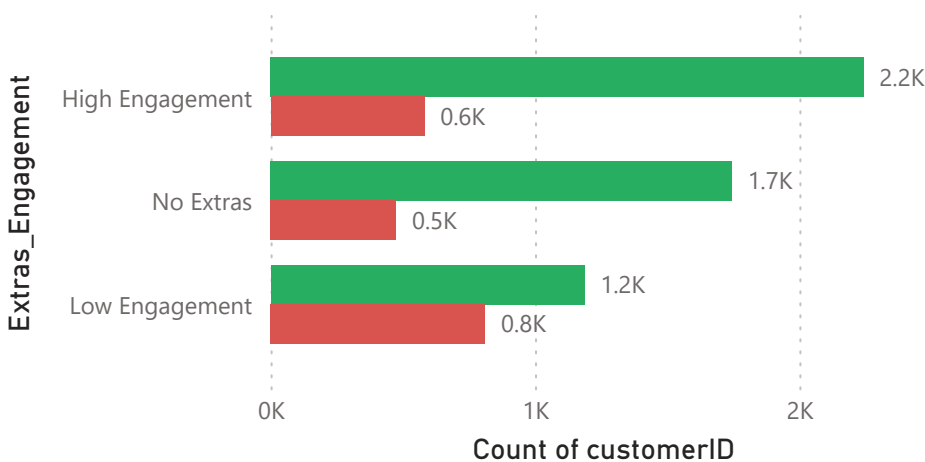

Churn By Monthly Charges

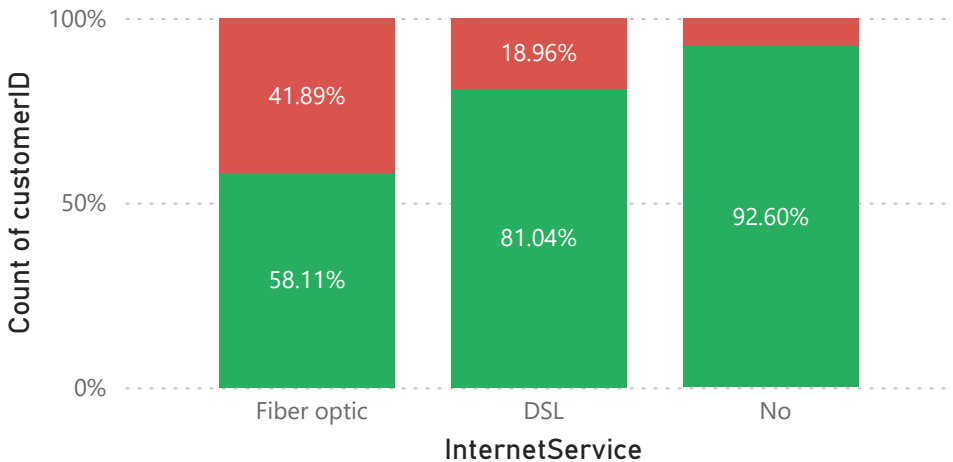● Count of customerID ● Churn Rate (%)

Churn by Extras Engagement

Churn_bins ● 0 ● 1

Churn By Internet Service

Churn_bins ● 0 ● 1

Customer Segmentation & Recommendations
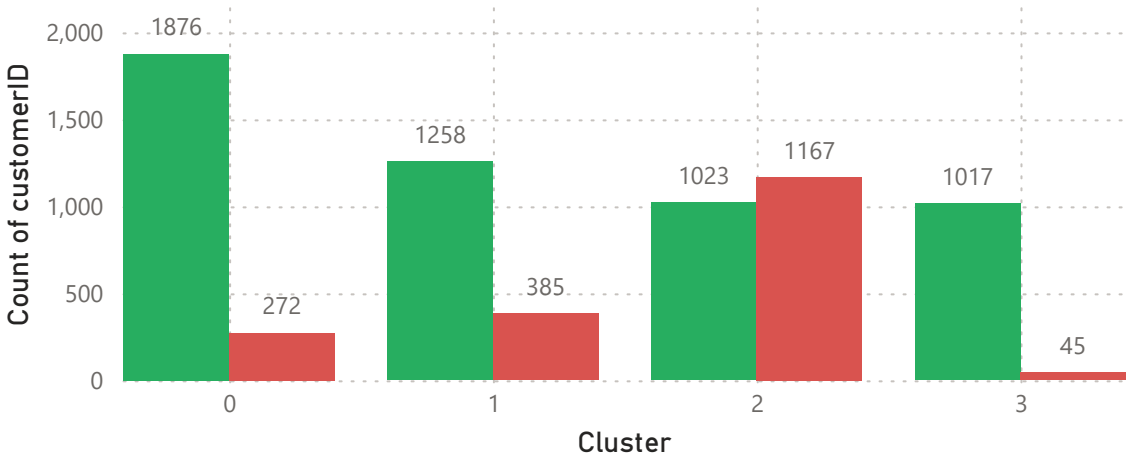
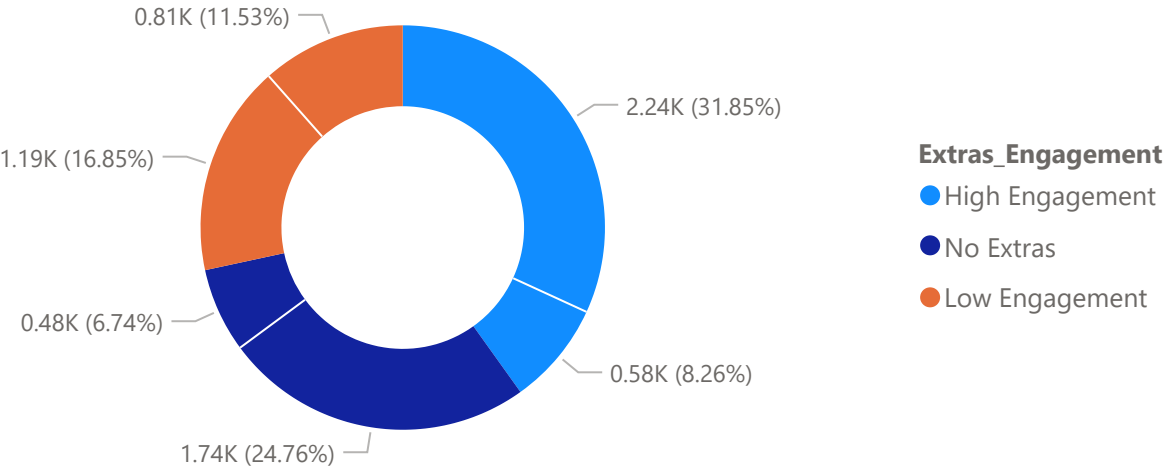| Avg. Total Charges ($)	Avg. Monthly Charges ($)	Overall Churn Rate(%)
2.28K	**64.76**	**26.5%**

Cluster vs Churn (%)

Churn_bins ● 0 ● 1

Churn by Extras Engagement

0.81K (11.53%)
2.24K (31.85%)
1.19K (16.85%)
0.58K (8.26%)
0.48K (6.74%)
1.74K (24.76%)

Extras_Engagement
- High Engagement
- No Extras
- Low Engagement

Cluster	Average Tenure	Average Monthly Charges	Avg Total Charges	Churn Rate (%)
0	57.87	87.71	5,100.45	12.7%
1	15.30	46.04	742.27	23.4%
2	16.86	77.17	1,352.65	53.3%
3	39.19	21.73	864.93	4.2%
Total	**32.37**	**64.76**	**2,279.73**	**26.5%**

Cluster vs Churn (%)