Customer Churn & Retention Analysis (Power BI)
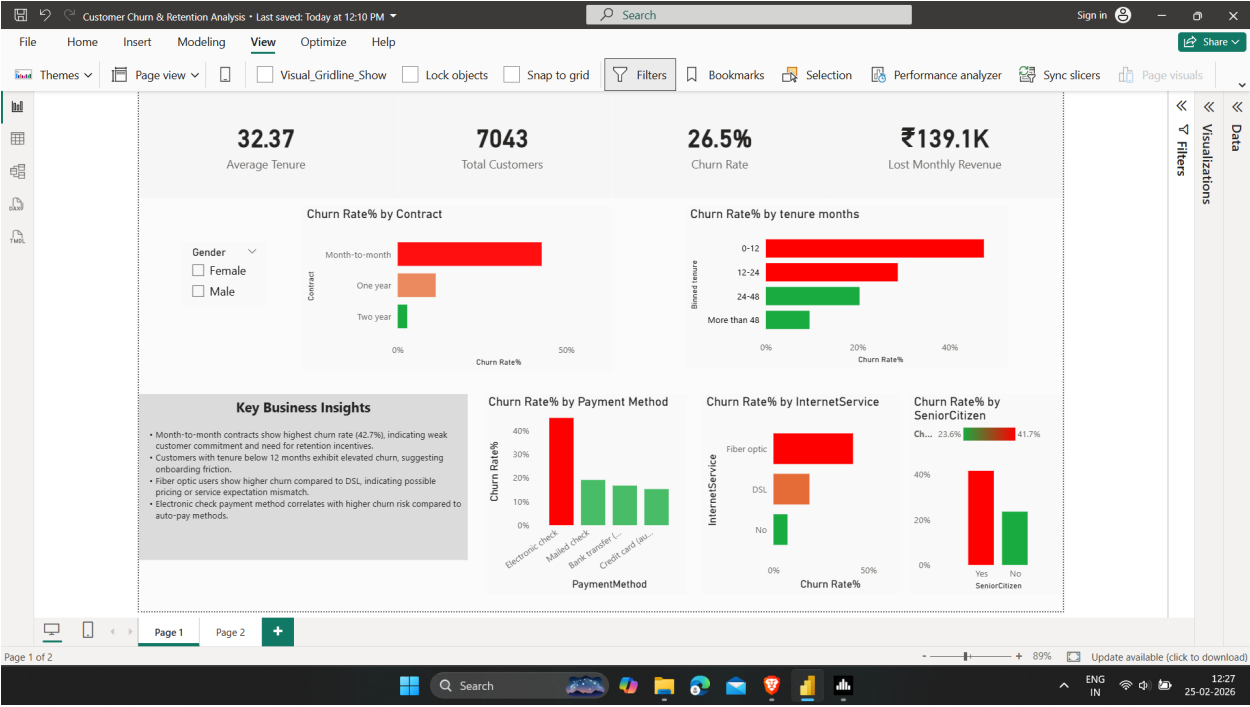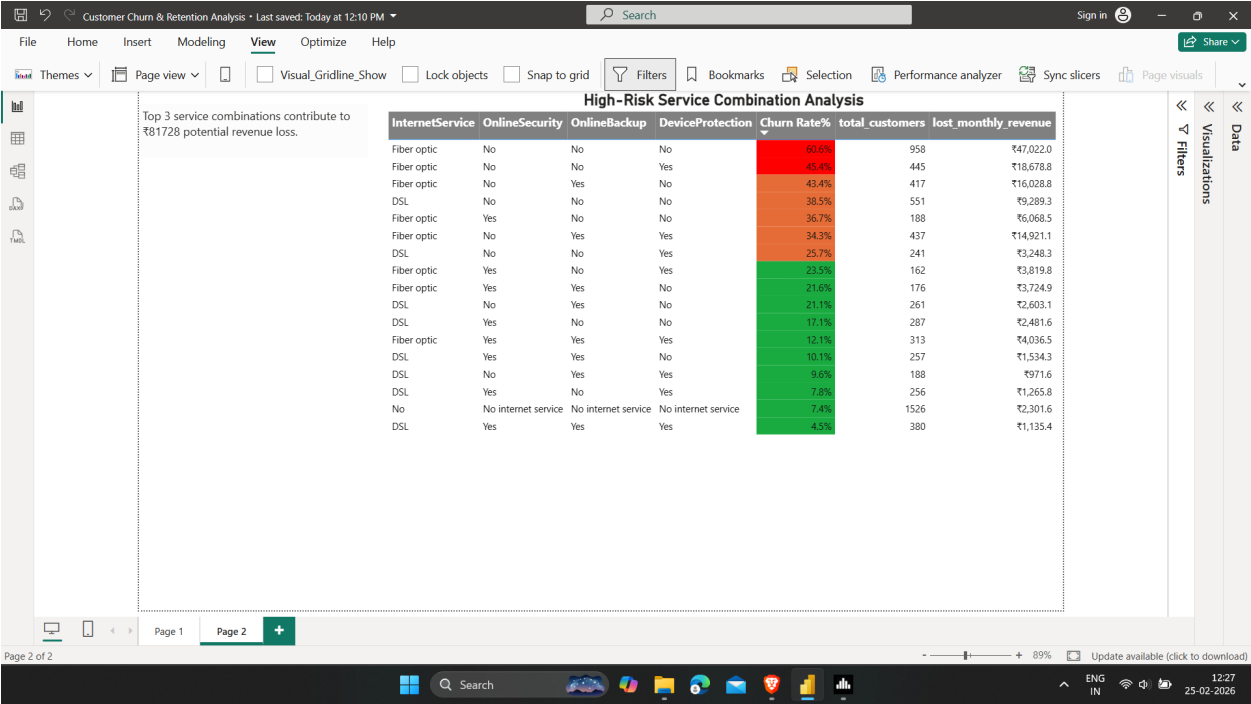
Executive Dashboard Overview

High-Risk Service Combination Analysis

Top 3 service combinations contribute to ₹81728 potential revenue loss.

High-Risk Service Combination Analysis

InternetService	OnlineSecurity	OnlineBackup	DeviceProtection	Churn Rate%	total_customers	lost_monthly_revenue
Fiber optic	No	No	No	50.5%	958	₹47,022.0
Fiber optic	No	No	Yes	45.4%	445	₹18,678.8
Fiber optic	No	Yes	No	43.4%	417	₹16,028.8
DSL	No	No	No	38.5%	551	₹9,289.3
Fiber optic	Yes	No	No	36.7%	188	₹6,068.5
Fiber optic	No	Yes	Yes	34.3%	437	₹14,921.1
DSL	No	No	Yes	25.7%	241	₹3,248.3
Fiber optic	Yes	No	Yes	23.5%	162	₹3,819.8
Fiber optic	Yes	Yes	No	21.6%	176	₹3,724.9
DSL	No	Yes	No	21.1%	261	₹2,603.1
DSL	Yes	No	No	17.1%	287	₹2,481.6
Fiber optic	Yes	Yes	Yes	12.1%	313	₹4,036.5
DSL	Yes	Yes	No	10.1%	257	₹1,534.3
DSL	No	Yes	Yes	9.6%	188	₹971.6
DSL	Yes	No	Yes	7.8%	256	₹1,265.8
No	No internet service	No internet service	No internet service	7.4%	1526	₹2,301.6
DSL	Yes	Yes	Yes	4.5%	380	₹1,135.4

Project Summary

This project analyzes telecom customer churn patterns to identify high-risk segments and quantify revenue impact. The dashboard highlights contract risk, tenure-based churn, service-level vulnerabilities, and revenue exposure to support data-driven retention strategies.