

Customer Churn Analysis Dashboard

Customer Demographics

7043

Total Customers

1869

Churned Customers

0.27

Overall Churn Rate

\$64.76

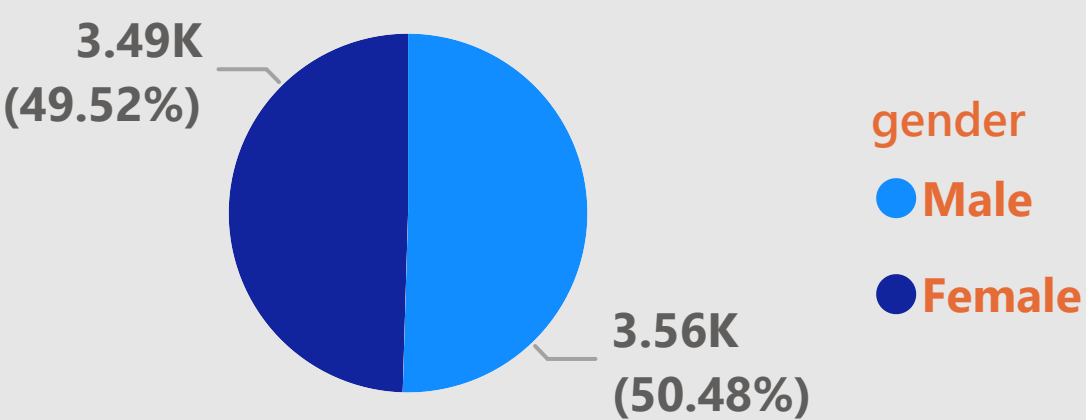
Average of MonthlyCharges

32.37

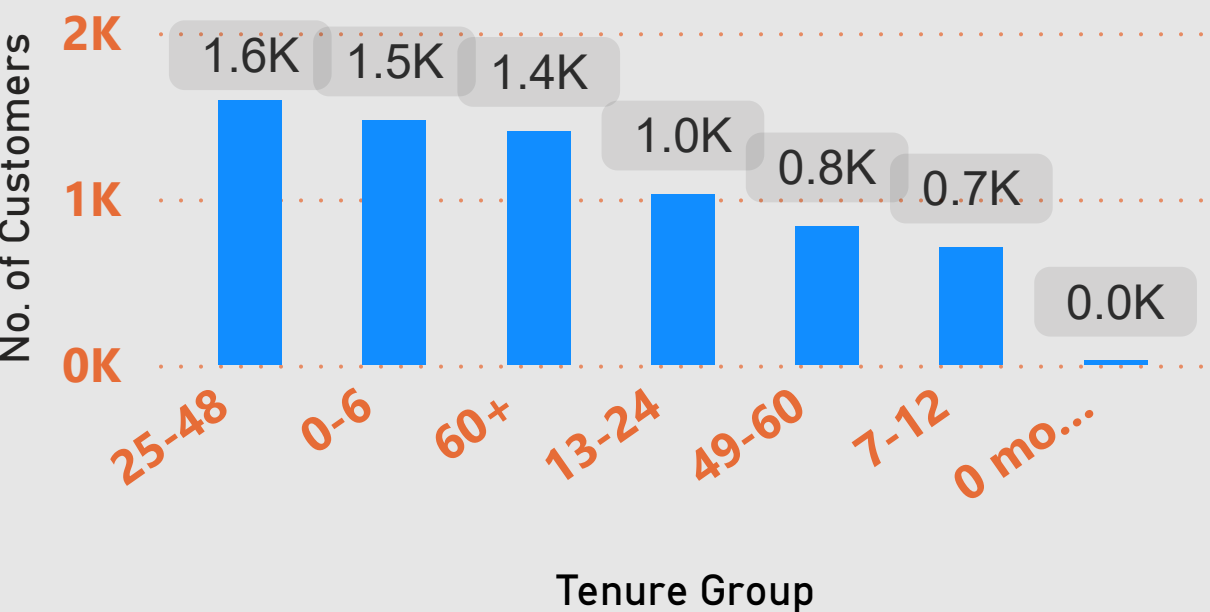
Avg Tenure

Churn Drivers & Prediction

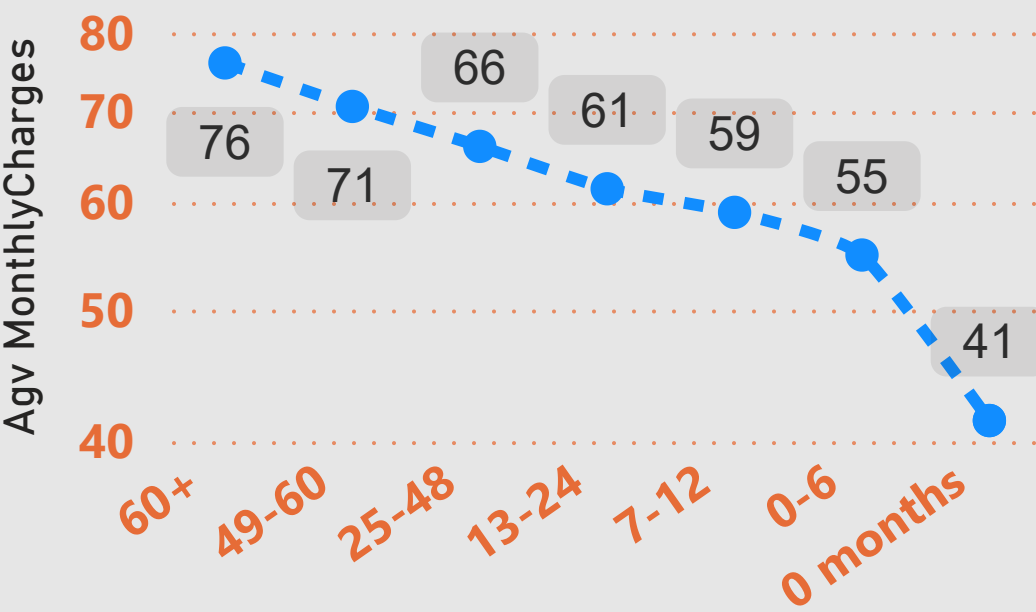
Gender-Wise Customer Distribution



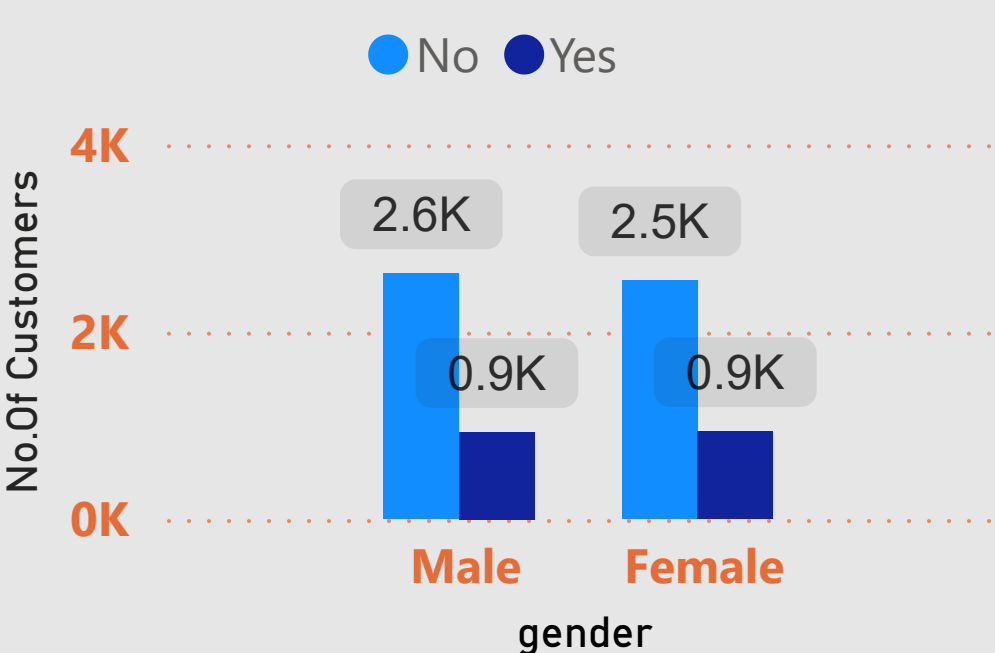
Customers by Tenure Group



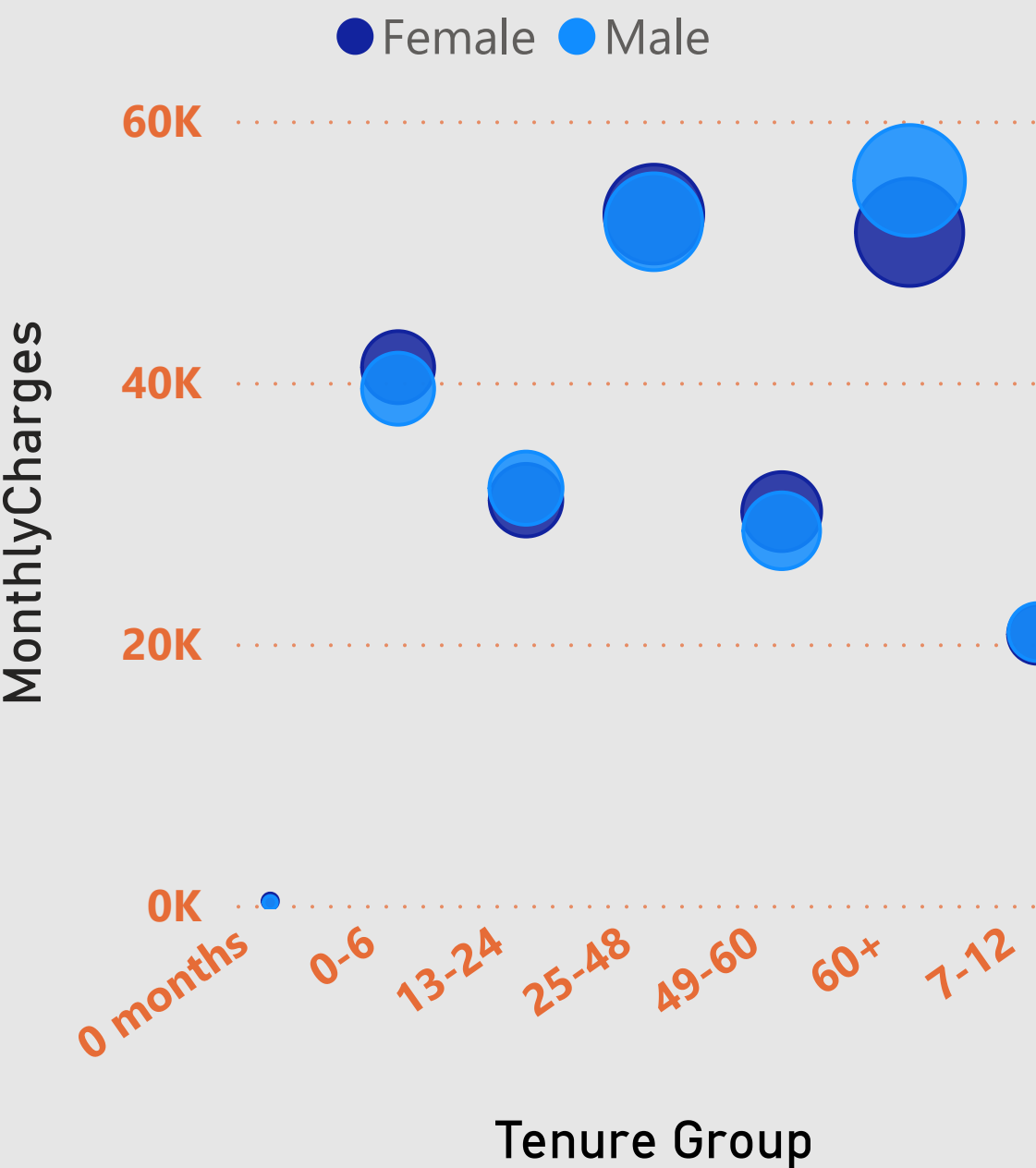
Avg Charges by Tenure



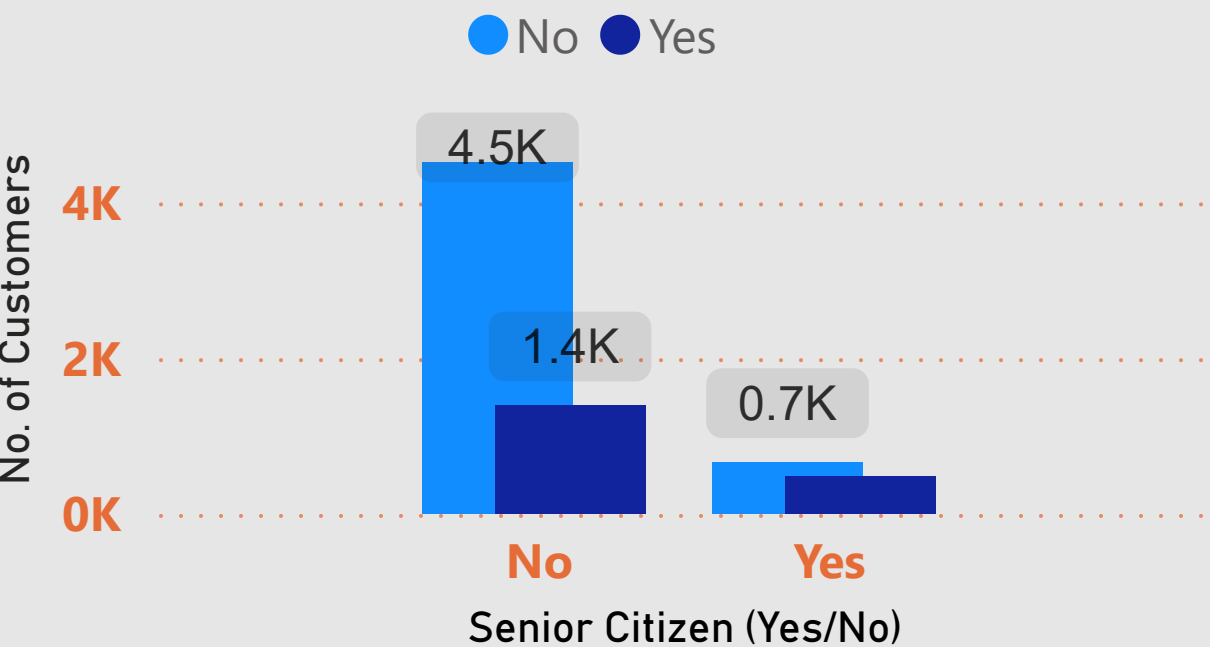
Churn Rate by Gender



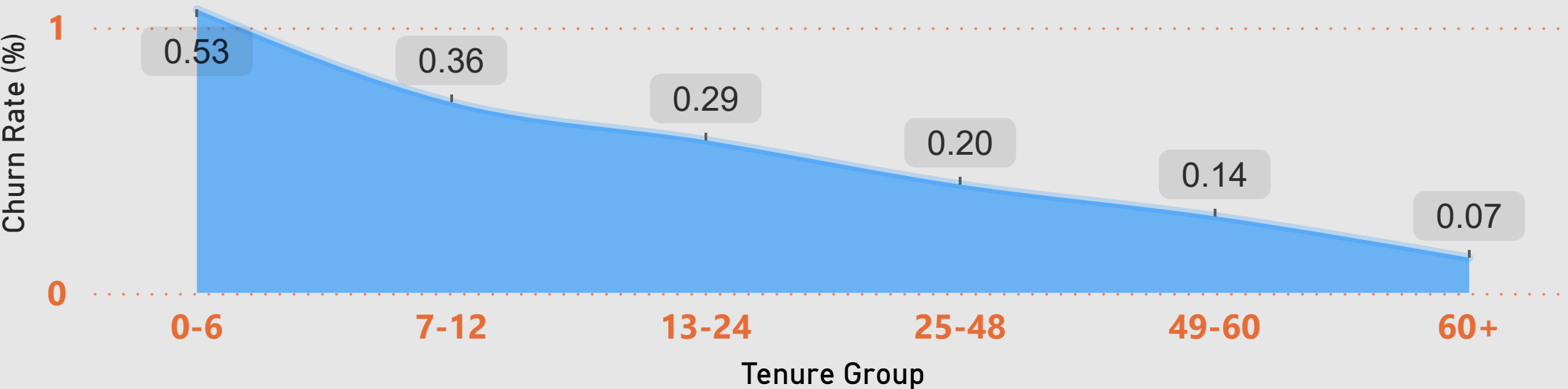
Monthly Charges vs Tenure



Churn by Senior Status



Churn Rate by Tenure



Service Subscription Analysis

Customer Demographics

InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Contract

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

SeniorCitizenFlag

- ☐ No
- ☐ Yes

gender

- ☐ Female
- ☐ Male

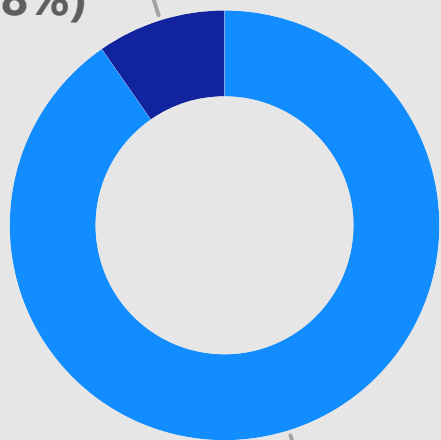
Customer Churn Service

Contract & Billing

Churn Drivers & Prediction

Phone Service Status

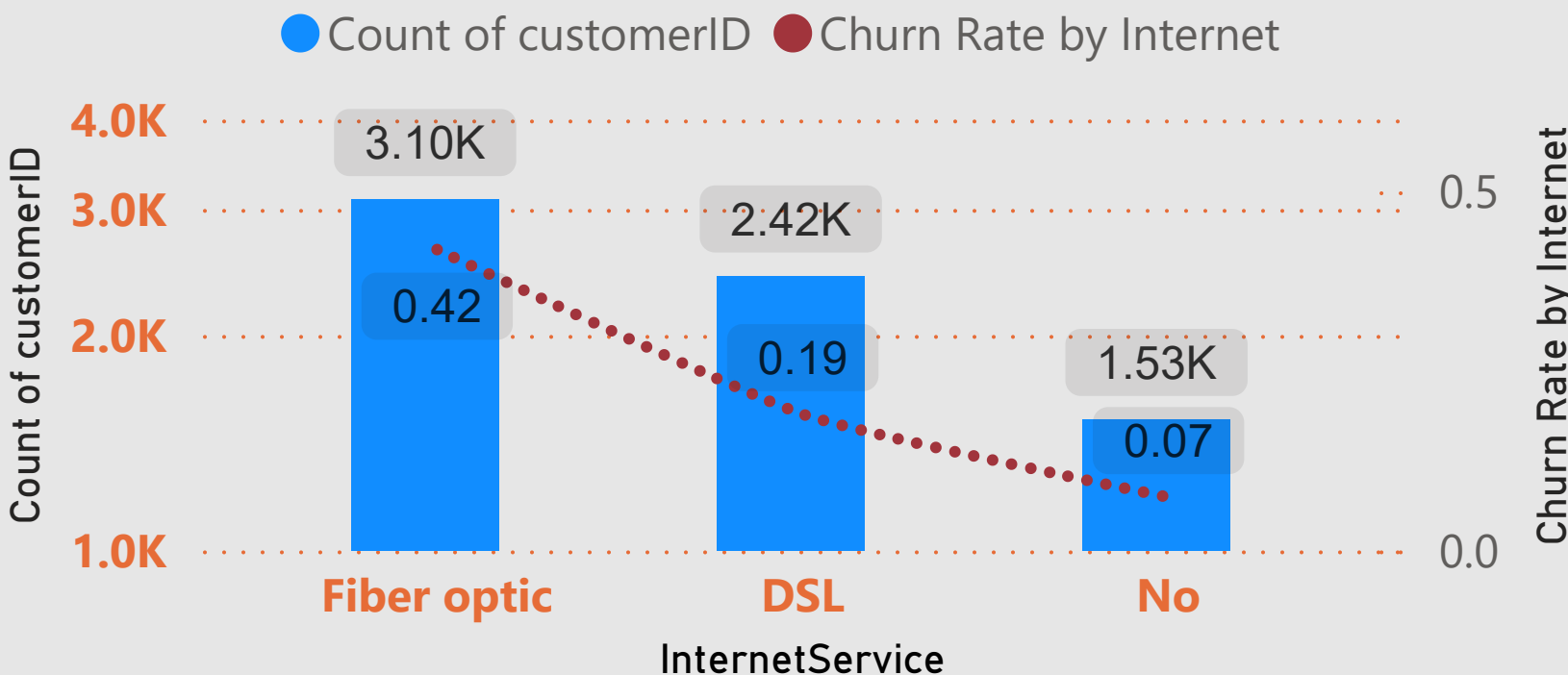
0.682K (9.68%)



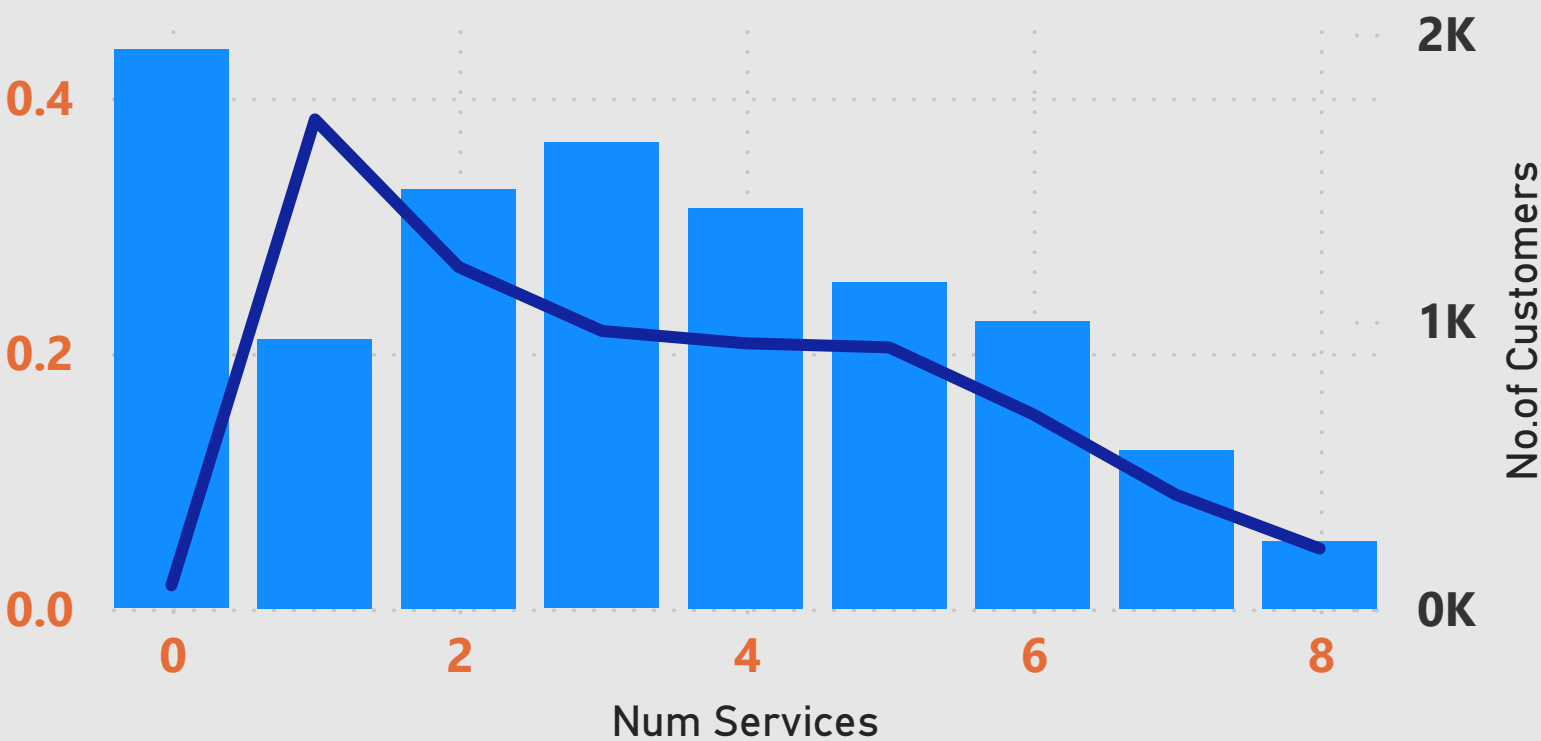
6.361K (90.32%)

PhoneService
● Yes
● No

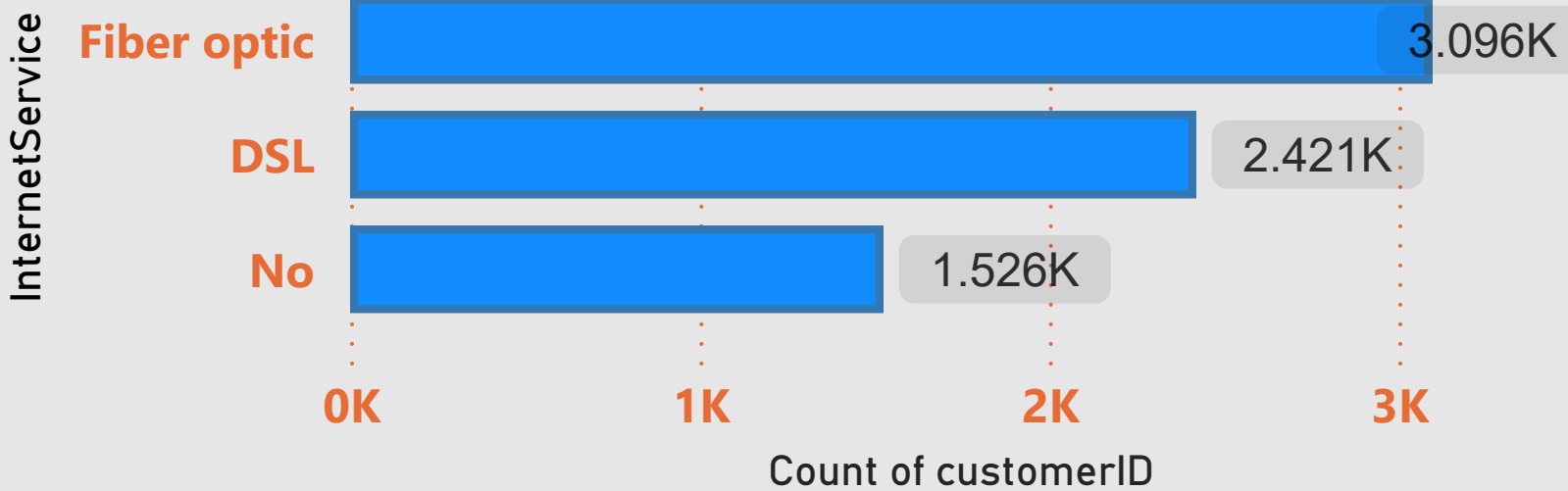
Internet Type Comparison



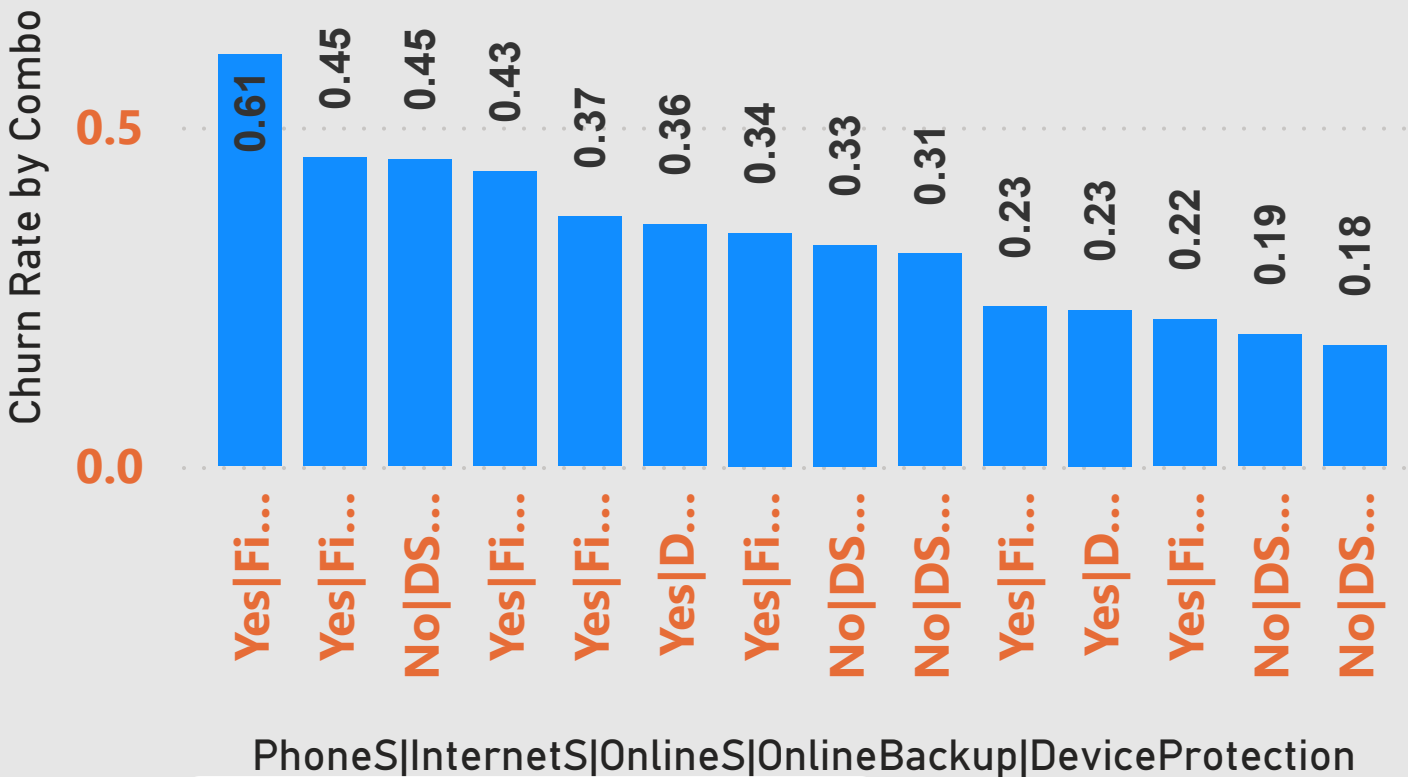
Churn vs No. of Services



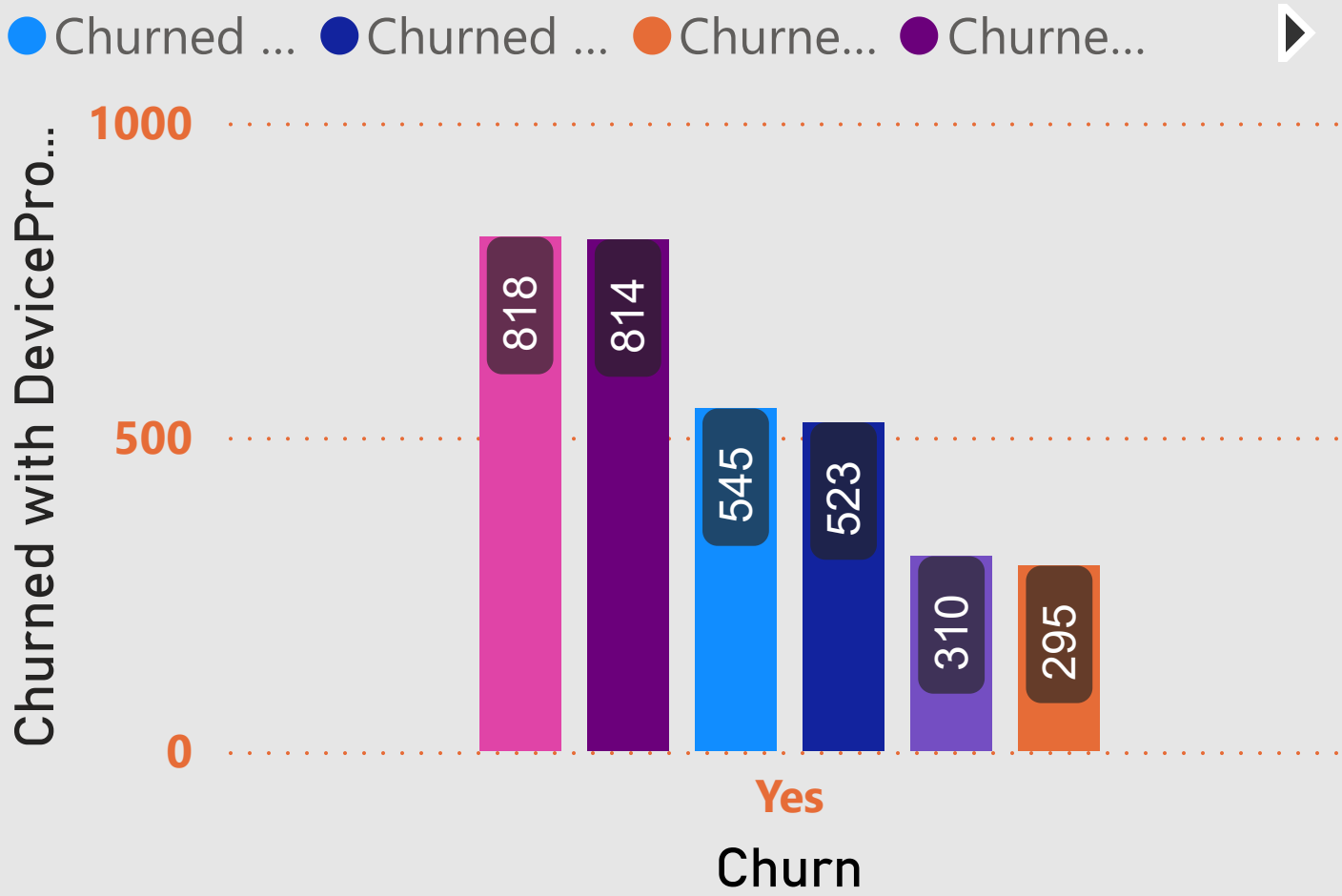
Churn by Internet Type



Top Churn Service Combos



Add-On Services by Churn



Contract & Billing Insights

Customer Demographics

1869

Churned Customers

0.265

Churn Rate

Customer Churn Service

64.76

Average of MonthlyCharges

Contract & Billing

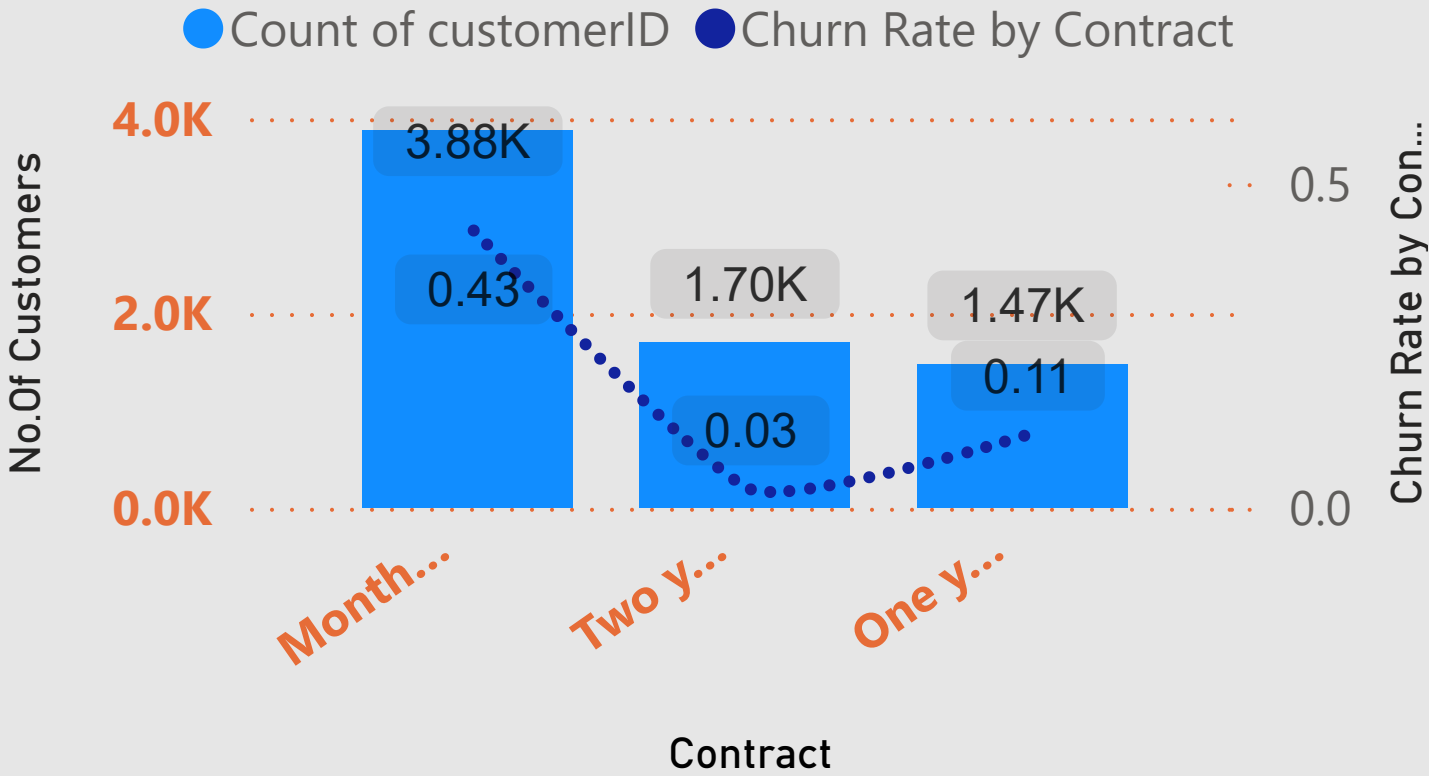
2.28K

Average of TotalCharges

Churn Drivers & Prediction

Contract	Count of PaymentMethod	Sum of Avg M
One year		1473
Two year		1695
Month-to-month		3875
Total		7043

Churn by Contract Type



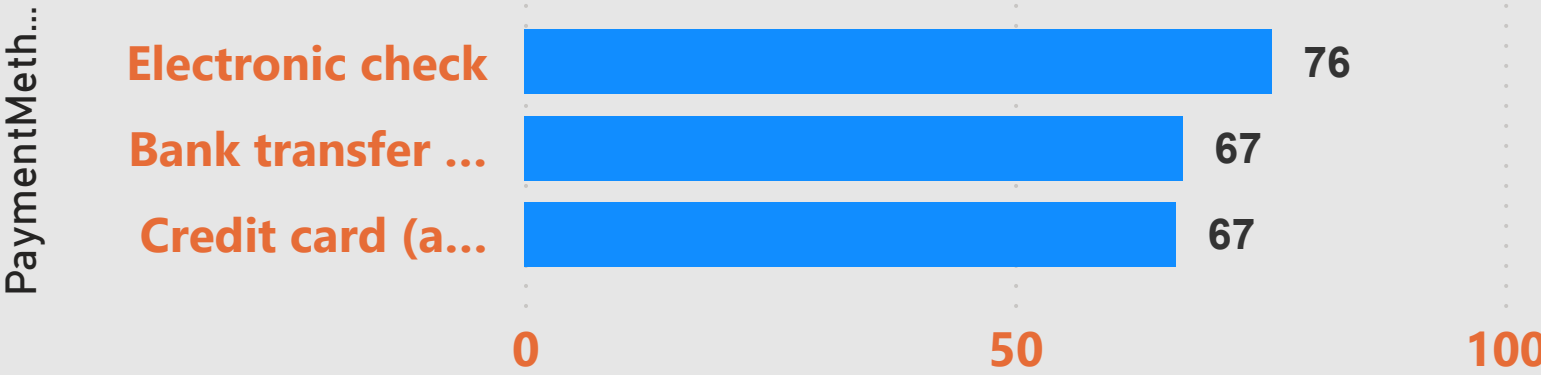
Contract

- ☐ Month-to-month
- ☐ One year

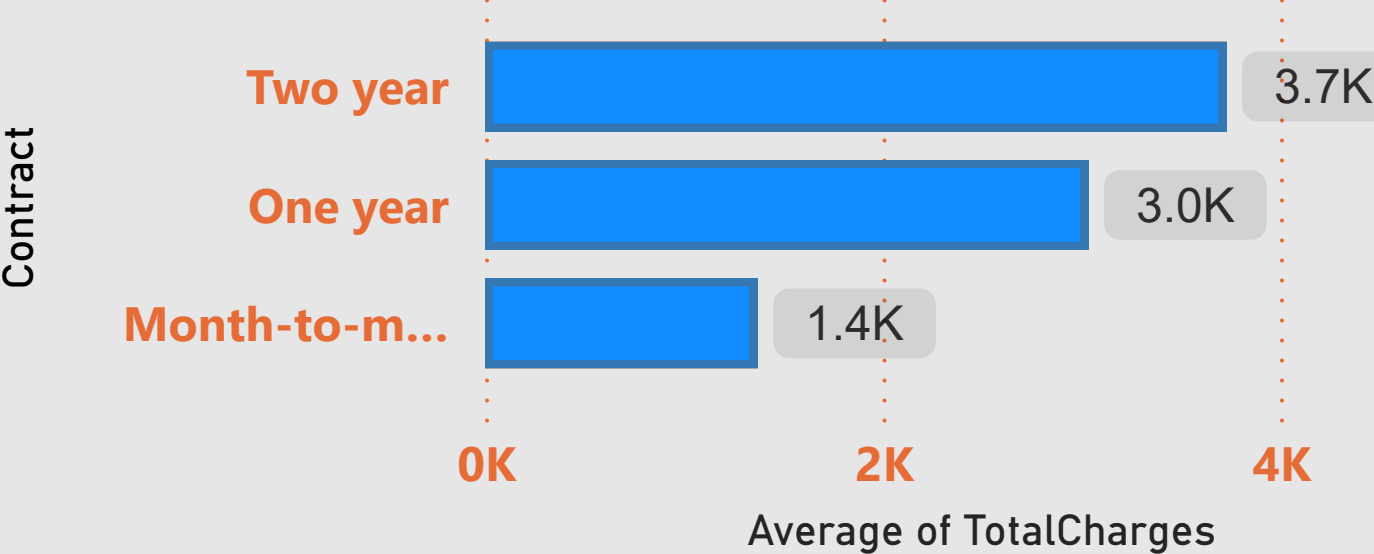
PaymentMethod

- ☐ Bank transfer (automatic)
- ☐ Credit card (automatic)

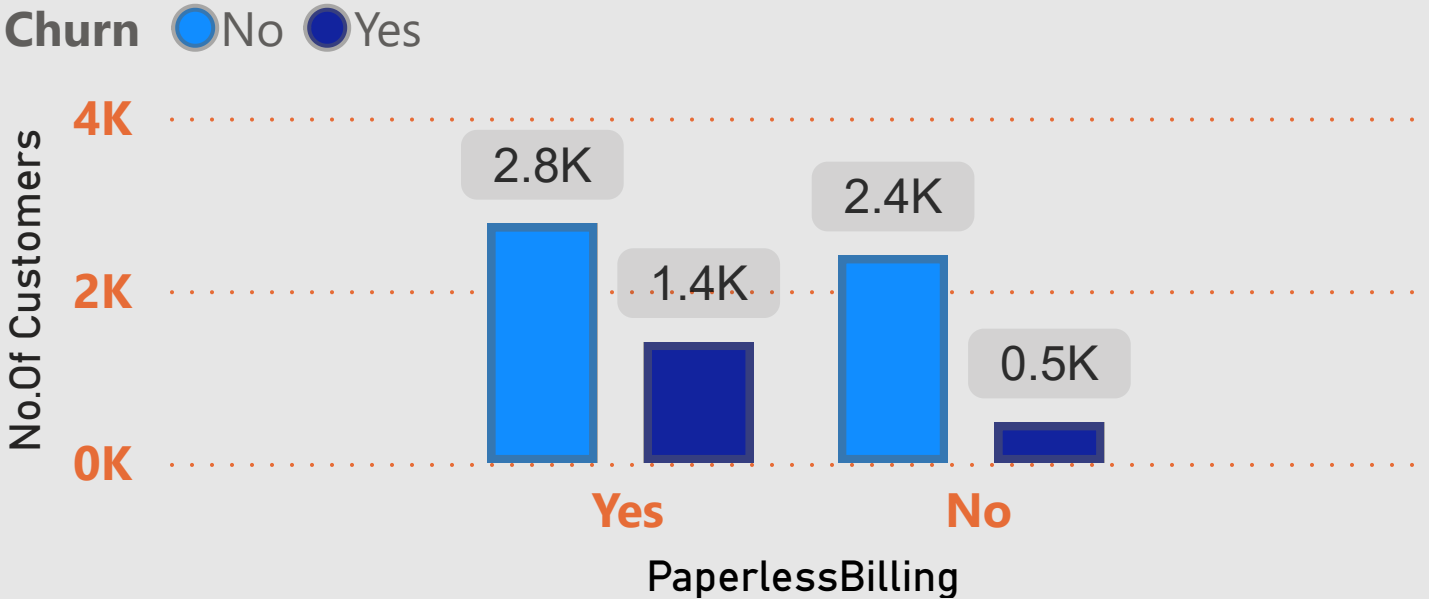
Avg Monthly Charges by Payment



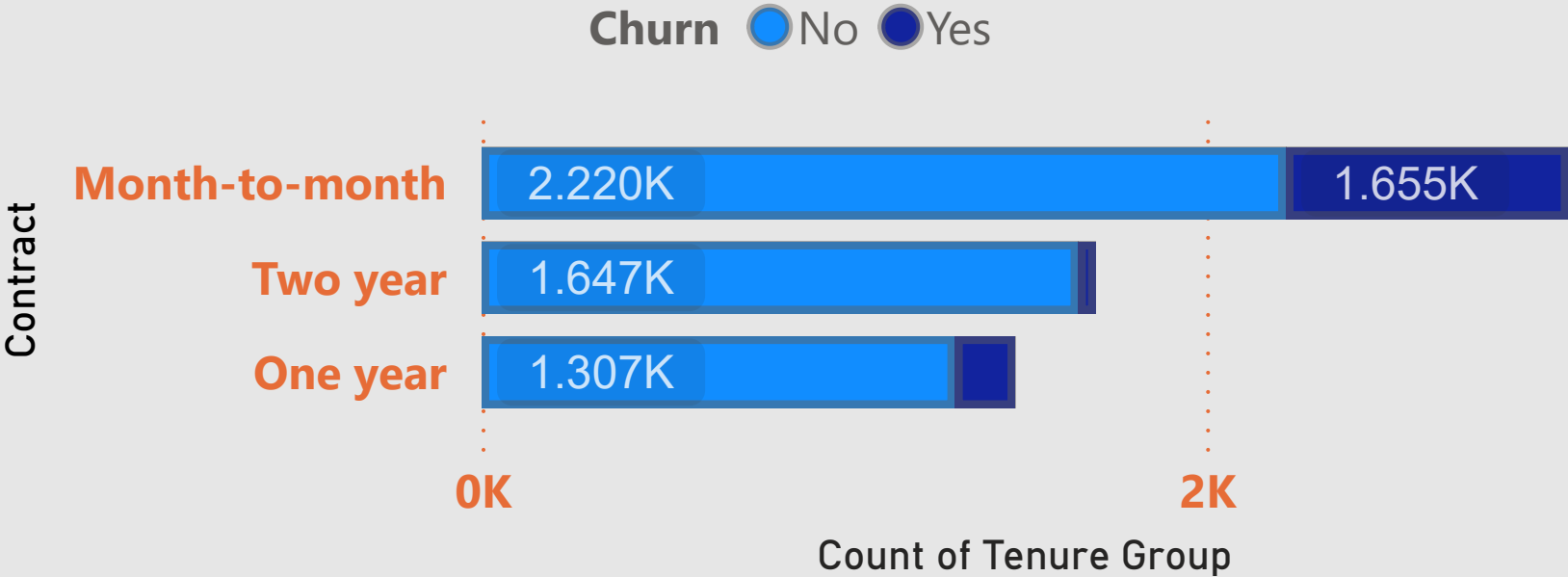
Average of TotalCharges by Contract



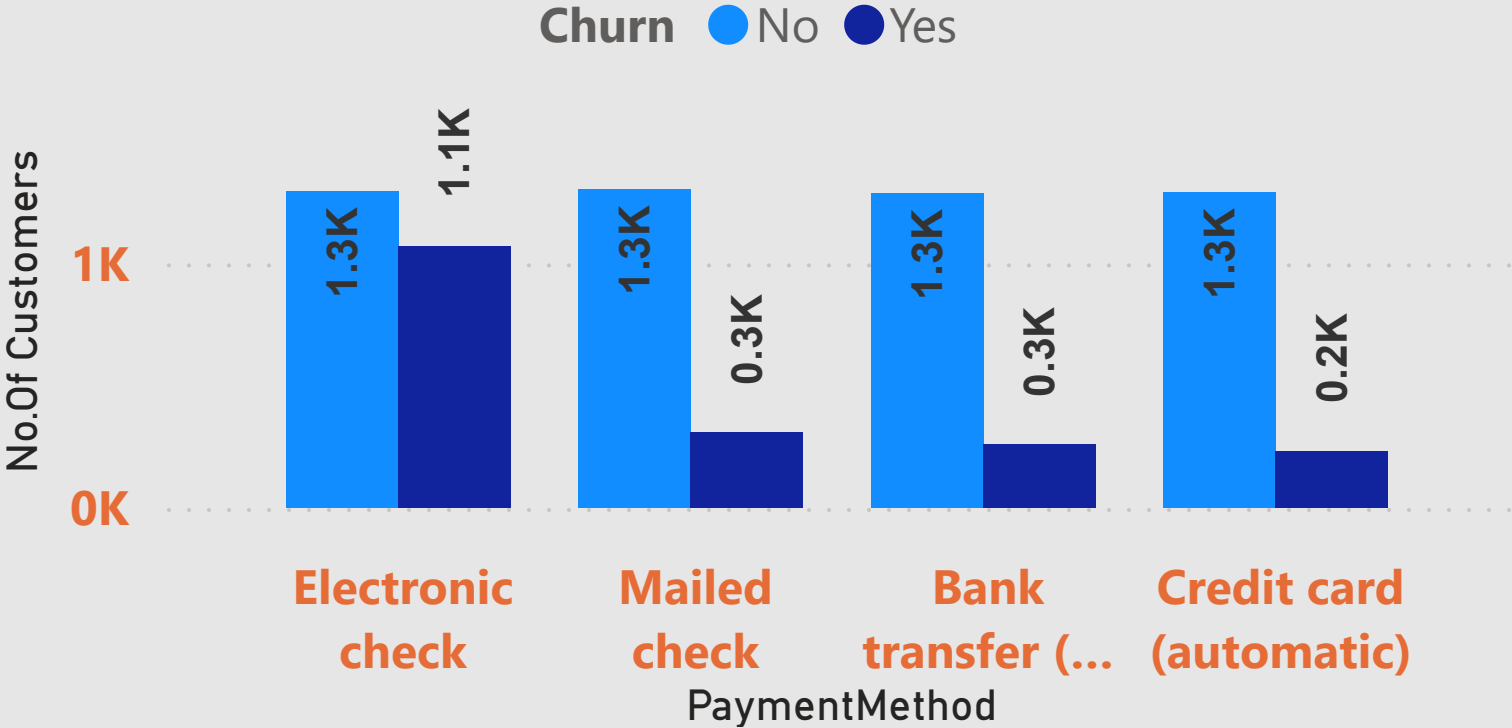
Churn by Paperless Billing



Tenure Distribution by Contract



Churn by Payment Method



Churn Prediction & Drivers

Customer Demographics

Customer Churn Service

Contract & Billing

Churn Drivers & Prediction

0.27

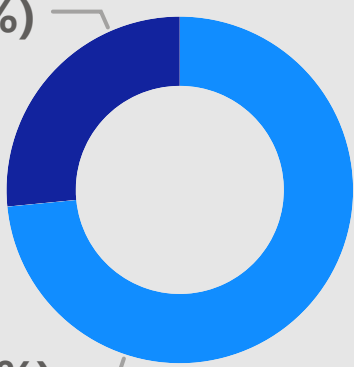
Overall Churn Rate

Churn Drivers Parameter

- ☐ Contract
- ☐ gender
- ☐ PaymentMethod
- ☐ InternetService
- ☒ SeniorCitizenFlag

Churn Status

1.869K (26.54%)



5.174K (73.46%)

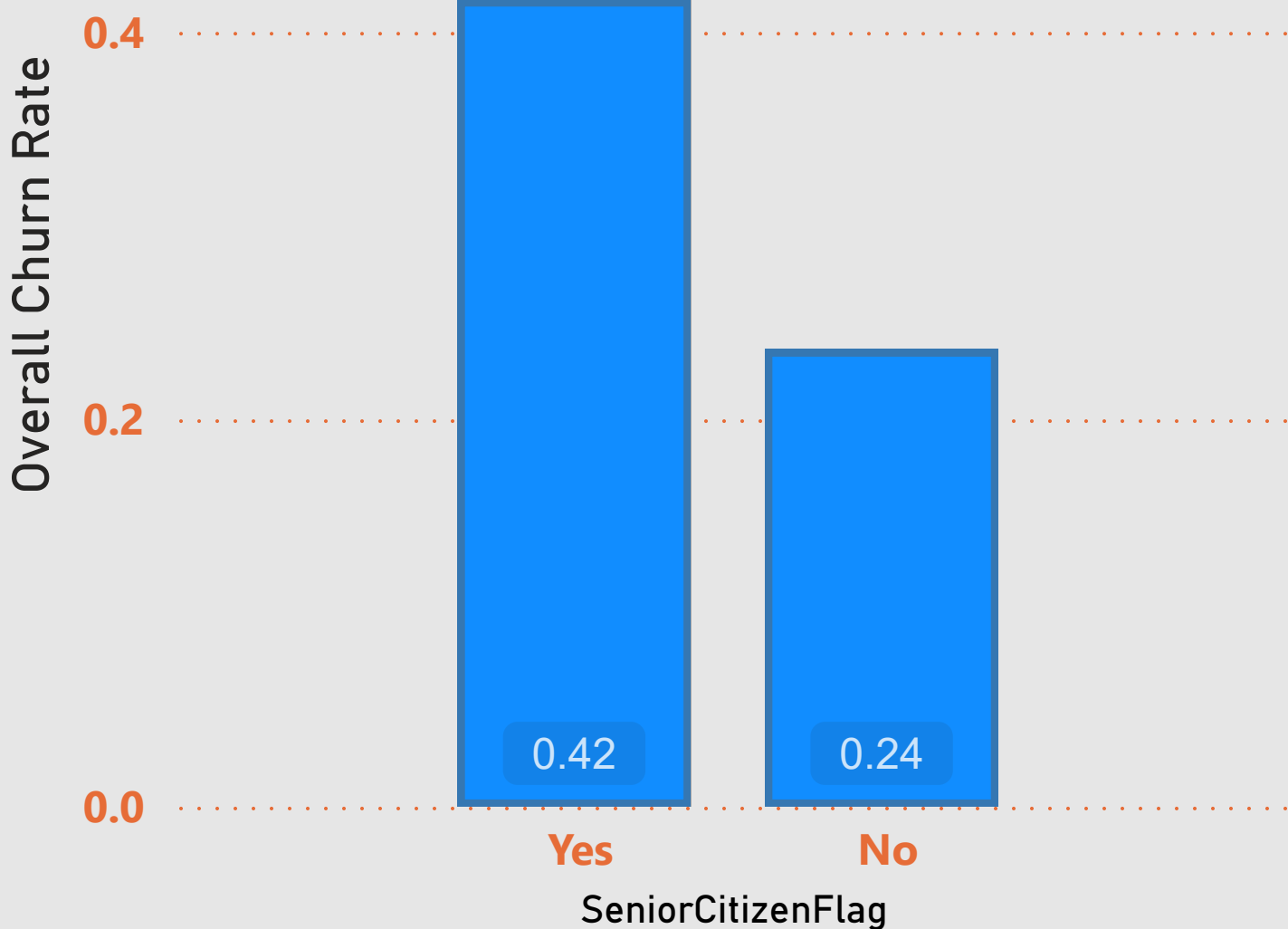
Churn

No

Yes

customerID	Risk Score	Churn	Contract	MonthlyChurn
2004-OCQXK	100	Yes	Month-to-month	81.95
4614-NUVZD	100	Yes	Month-to-month	81.10
5445-UTODQ	90	Yes	Month-to-month	81.10
2612-RRIDN	100	Yes	Month-to-month	81.00
9095-HFAFX	100	Yes	Month-to-month	81.00
9878-TNQGW	100	Yes	Month-to-month	80.95
1704-NRWYE	90	Yes	Month-to-month	80.85
5275-SQEIZ	100	Yes	Month-to-month	80.85
5729-KLZAR	100	Yes	Month-to-month	80.85
6000-APYLU	90	Yes	Month-to-month	80.80

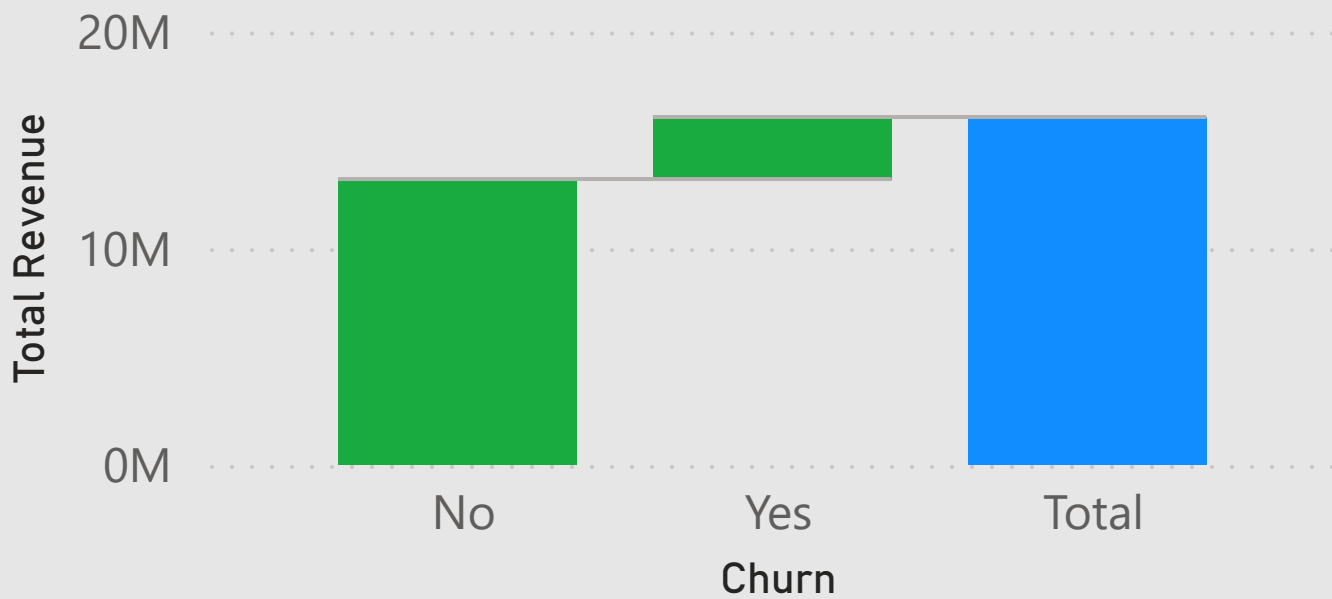
Overall Churn Rate by SeniorCitizenFlag



Contract	DSL	Fiber optic	No	Total
Month-to-month	0.32	0.55	0.19	0.43
One year	0.09	0.19	0.02	0.11
Two year	0.02	0.07	0.01	0.03
Total	0.19	0.42	0.07	0.27

Total Revenue by Churn

● Increase ● Decrease ● Total



Count of customerID by Risk Score

