

Telco Customer Churn Dashboard

26.54%

Churn Rate

7043

Total Customers

1869

Churned Customers

\$64.76

Monthly Charges (Average)

32.37

Months (Average)

Contract Type

All

Internet Service

All

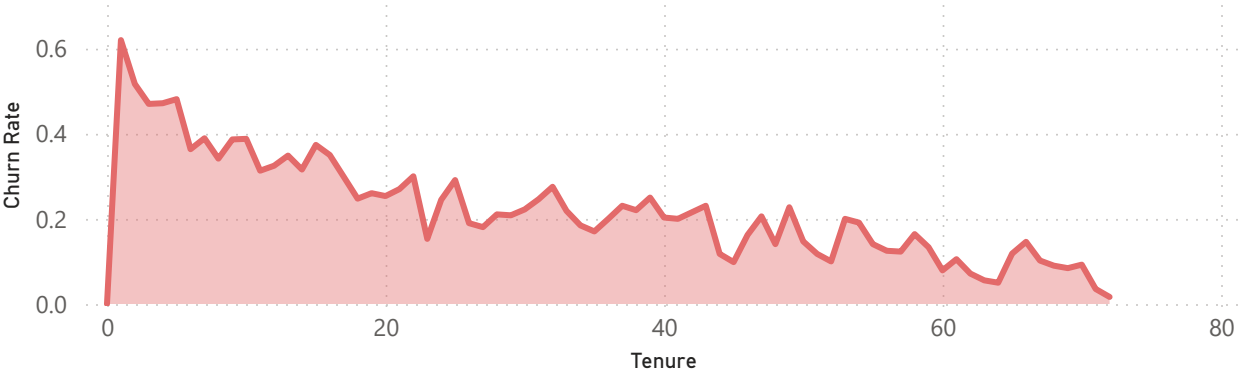
Tenure Group

All

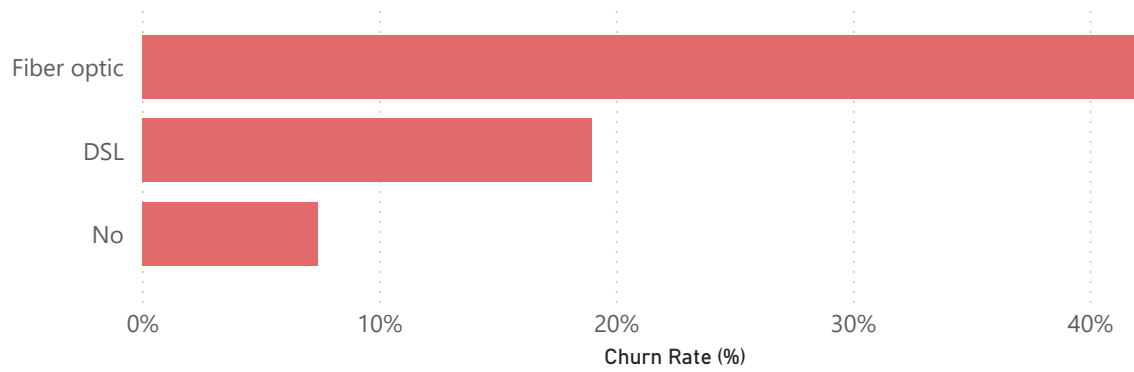
Select Churn Driver

InternetService

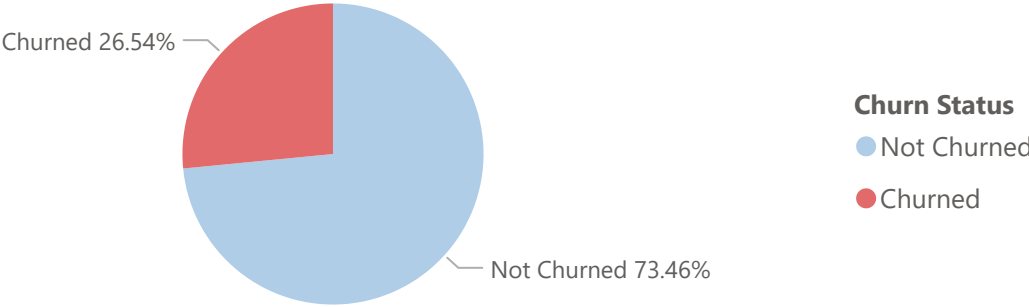
Churn Rate by Tenure



Churn Rate by [Selected Driver]



Customer Distribution by Churn Status



Insights and Recommendations

Strategy Area	Recommendation
Service Improvement	Survey fiber-optic users for dissatisfaction.
Billing & Bundling	Offer bundles or loyalty discounts for high-bill customers.
Contract Strategy	Offer tiered discounts for 1–2 year plans.
Retention Campaigns	Trigger retention messages at month 3 and 9.

Anthony Asuquo | Data Analyst