



# Customer Retention Dashboard

Churn Rate

26.54%

Total Customers

7K

Avg Monthly Charges

\$64.7616...

Churned Customers

2K

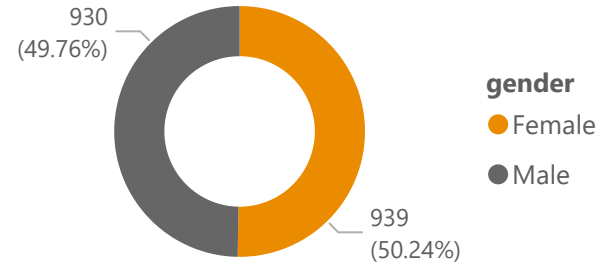
Active Customers

5K

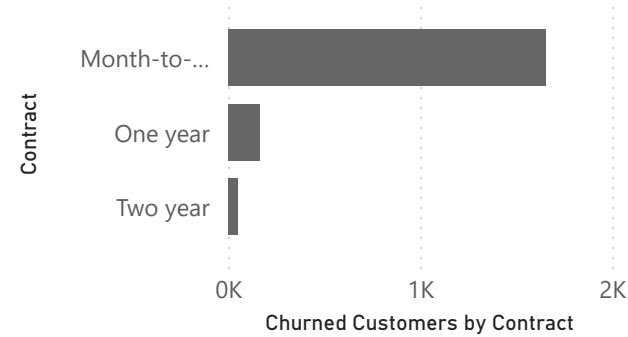
Average of tenure

32.37

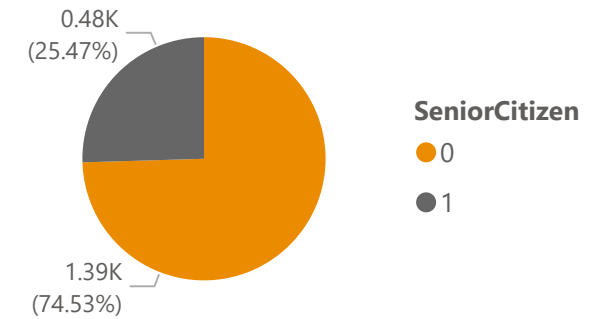
## Churn by Gender



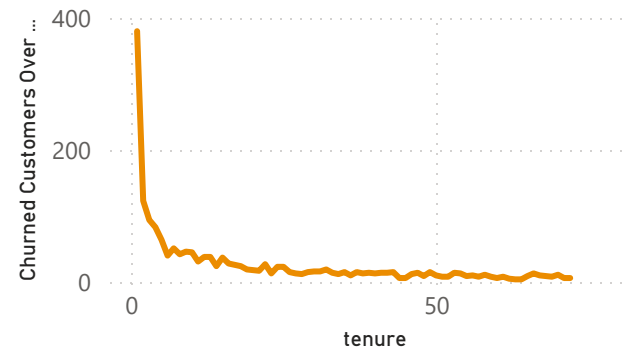
## Churn by Contract Type



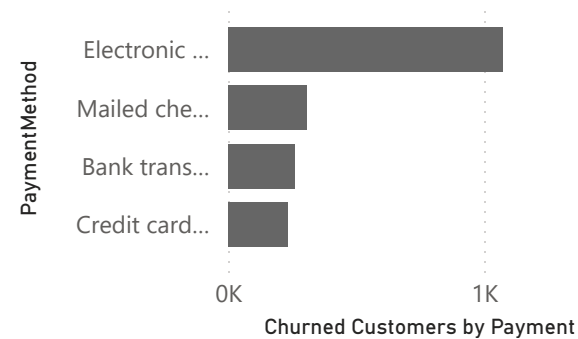
## Churn by Senior Citizen



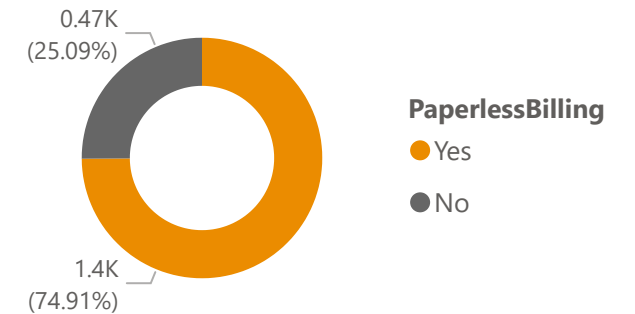
## Churn Rate Over Tenure



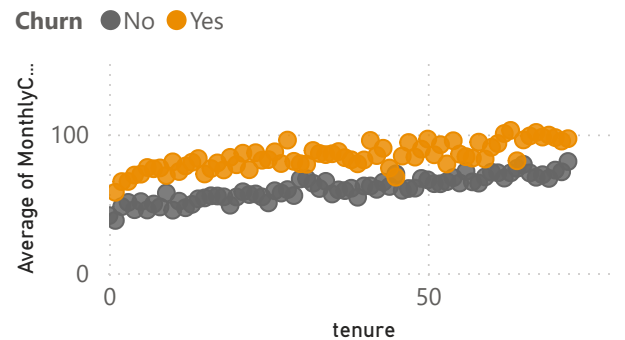
## Churn by Payment Method



## Churn by Paperless Billing and Churn



## Monthly Charges vs Tenure



Churn

☐ No

☐ Yes

Contract

☐ Month-to-month

☐ One year

☐ Two year

Payment Method

☐ Bank transfer (automatic)

☐ Credit card (automatic)

☐ Electronic check

☐ Mailed check