

Customer Churn Analysis Dashboard

«

Quick measure

Total Customers

7K

Churn Rate

26.58%

Average Monthly Charges

\$64.80

Average Tenure (Months)

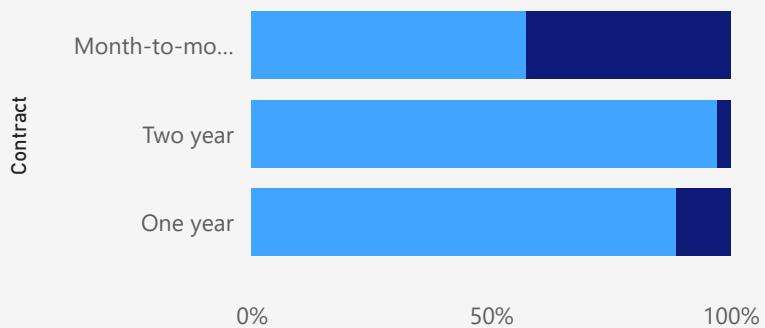
32.42

Contract

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

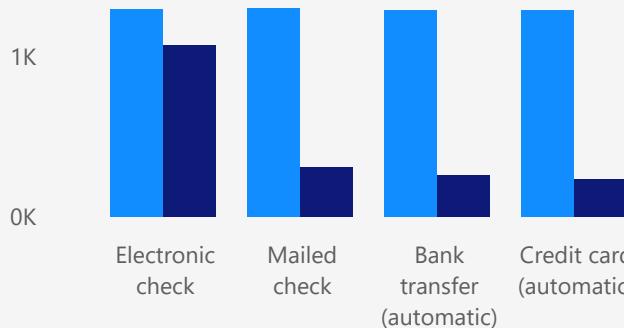
Churn by Contract Type

Churn Value ●0 ●1



Churn by Payment Method

Churn Value ●0 ●1



KEY INSIGHTS

- Overall churn rate is **26.58%** indicating moderate customer attrition.

- Month-to-month contracts** show significantly higher churn compared to long-term contracts.

- Customers using **Fiber optic internet** have higher churn than DSL users.

- Electronic check** payment method shows the highest churn rate.

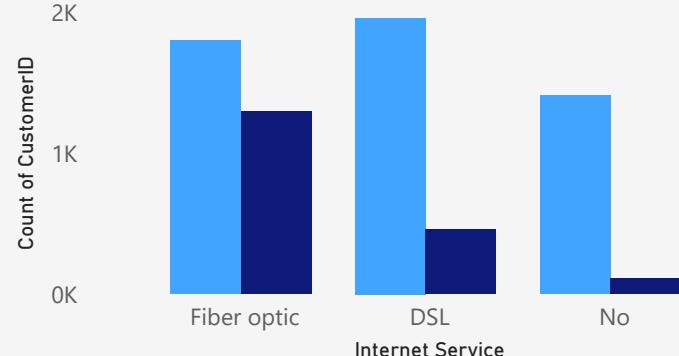
- Senior citizens** have a noticeably higher churn percentage.

Internet Service

- DSL
- Fiber optic
- No

Churn by Internet Service

Churn Value ●0 ●1



Churn by Senior Citizen

Churn Value ●0 ●1

