

Customer Churn Analysis Dashboard

Total Customers

7K

Churn Rate

26.58%

Average Monthly Charges

\$64.80

Average Tenure (Months)

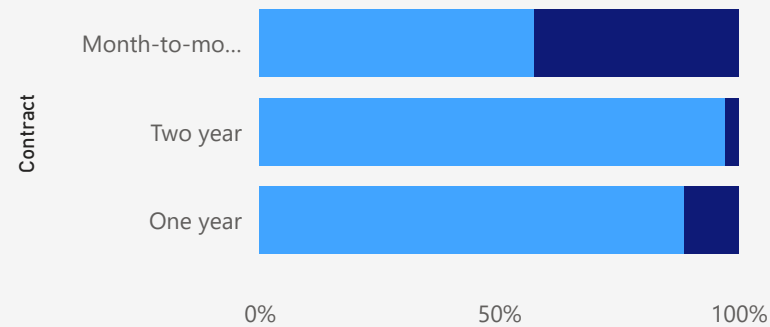
32.42

Contract

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

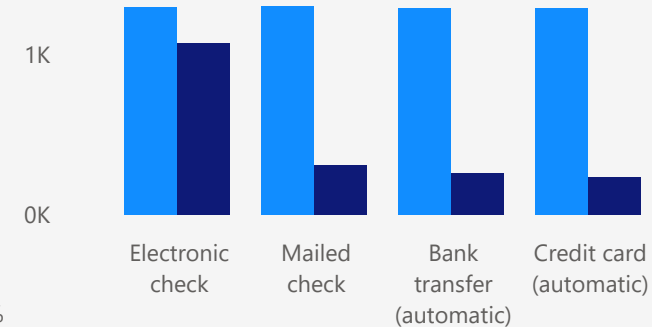
Churn by Contract Type

Churn Value ● 0 ● 1



Churn by Payment Method

Churn Value ● 0 ● 1



KEY INSIGHTS

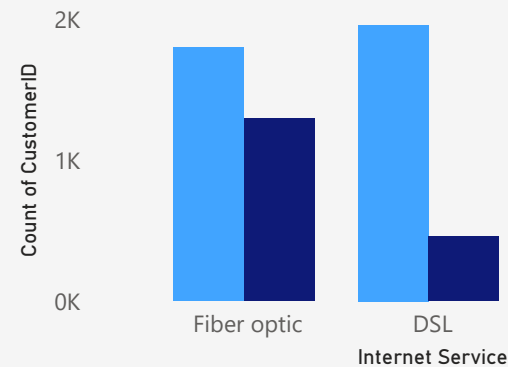
- Overall churn rate is **26.58%** indicating moderate customer attrition.
- **Month-to-month contracts** show significantly higher churn compared to long-term contracts.
- Customers using **Fiber optic internet** have higher churn than DSL users.
- **Electronic check** payment method shows the highest 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

