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TOPIC:CHURN ANALYSIS DASHBOARD

Telecom Customer Churn Analysis Dashboard

Total Customers

500

Churned Customers

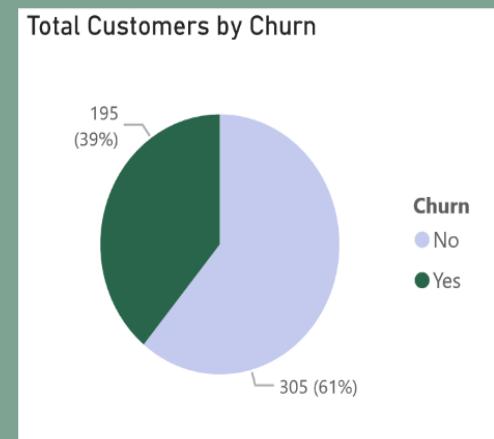
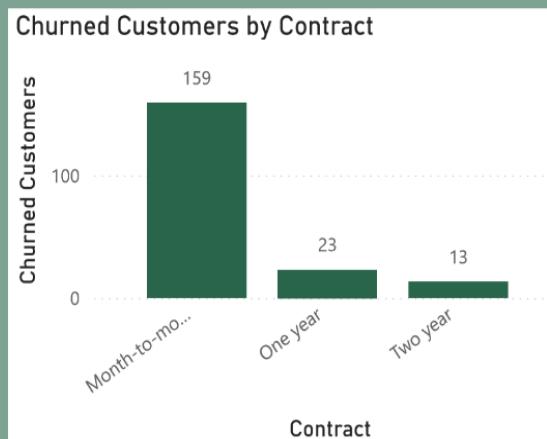
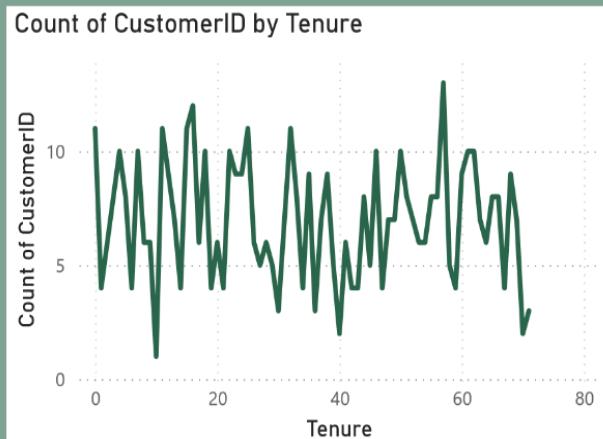
195

Churn Rate

39%

Avg Monthly Charges

\$70.03



Gender

Female

Male

Total Customers and First Gender by Churn

Yes

No

Contract

Month-to-month

One year

Two year

Churn Rate by Gender

50%

0%

Female Male

INSIGHTS:

- Customers with **lower tenure (0–12 months)** show the **highest churn**, indicating early-stage dissatisfaction.
- **Month-to-Month contract customers** have the **maximum churn rate** compared to long-term contracts.
- Customers with **higher monthly charges** are more likely to churn, especially without added value.
- Customers on **One-Year and Two-Year contracts** show strong retention and lower churn risk.
- **Gender has minimal impact** on churn; behavioral factors matter more than demographics.
- **Short tenure + high monthly charges** is the **most vulnerable churn combination**.
- Churn is largely driven by **pricing structure, contract flexibility, and early customer experience**.
- Customers with **high bills and short commitment periods** require immediate retention actions.
- Targeted offers, personalized plans, and early engagement can significantly **reduce churn risk**.
- Proactive churn management can **protect revenue and improve customer lifetime value**.