**Telecom Churn Overview Dashboard**

**✅ KPIs Used:**

* **Average Data Used** – Indicates service usage level.
* **Average Monthly Bill** – Helps identify high vs low ARPU (Average Revenue Per User) customers.
* **Churn Rate** – (SUM(Churn) / COUNT(\*)) \* 100 – Key retention metric.
* **Total Customers** – Overall base being tracked.

**✅ SQL Support:**

Each KPI was derived using SQL:

* SUM(Churn) / COUNT(\*) \* 100 → To calculate churn rate.
* AVG(Monthly\_Bill) → To segment users by revenue.
* CASE WHEN → To bucket users by Age Groups & Bill Ranges.
* NTILE(4) → To segment customers by bill quartiles (Top vs Budget Spenders).

**✅ Business Insights:**

* **Young Users Show Highest Churn** – Suggests loyalty concerns in Gen-Z segments.
* **Churn Concentrated in Certain Cities** – Indicates regional service gaps or dissatisfaction.
* **Churned Customers Have Higher Average Bills** – Business is losing premium/high-value users.