

# Customer Churn Overview Dashboard

Total Customers

7043

Retention Rate

73%

Churn Rate

27%

Churned Customers

1869

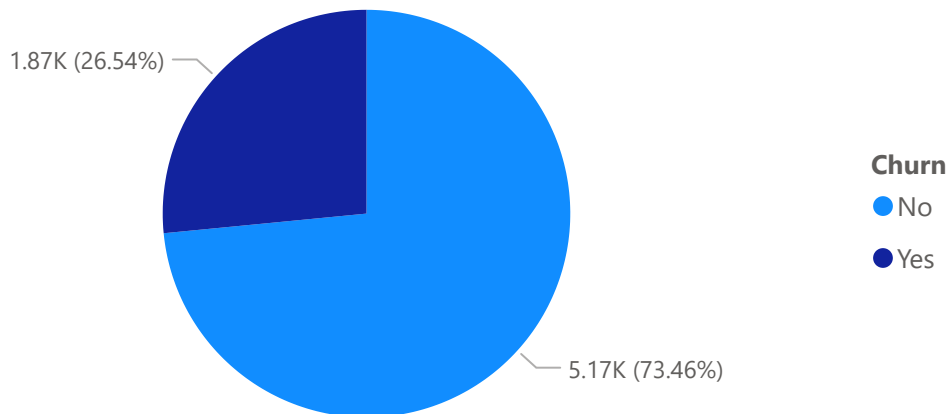
Average Tenure

32

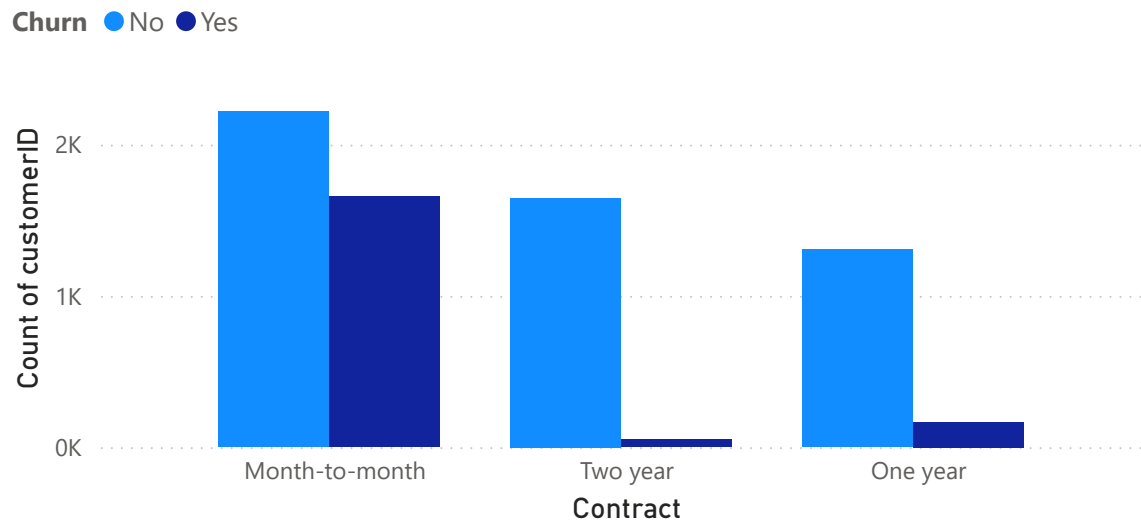
Total Revenue

\$16.06M

Churn Breakdown



Churn by Contract Type



Gender

All

Senior Citizen

All

Payment Method

All

Internet Service

All

# Customer Segmentation & Churn Analysis

Gender



All



Total Customers

7043

Churn Rate

26.54%

Churned Customers

1869

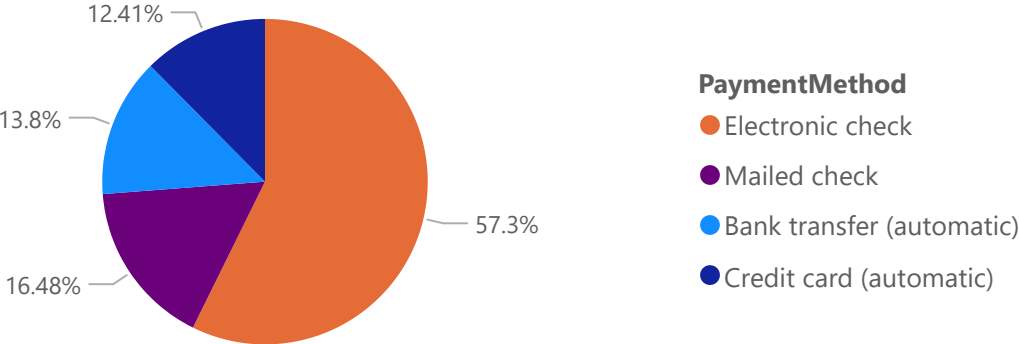
Average Tenure

32

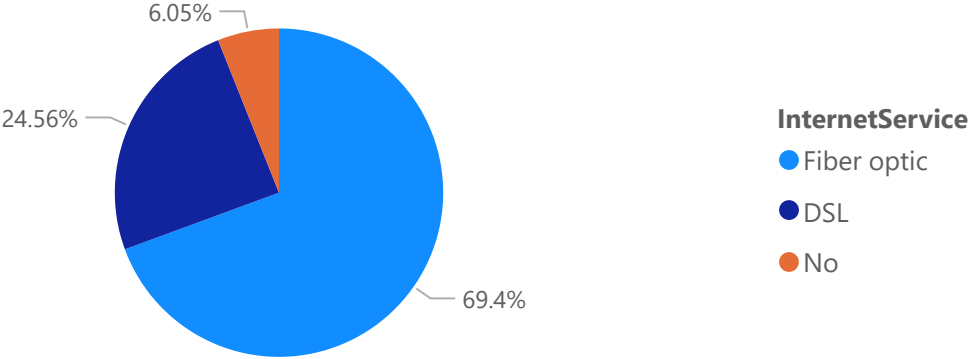
Average Monthly Charges

\$64.76

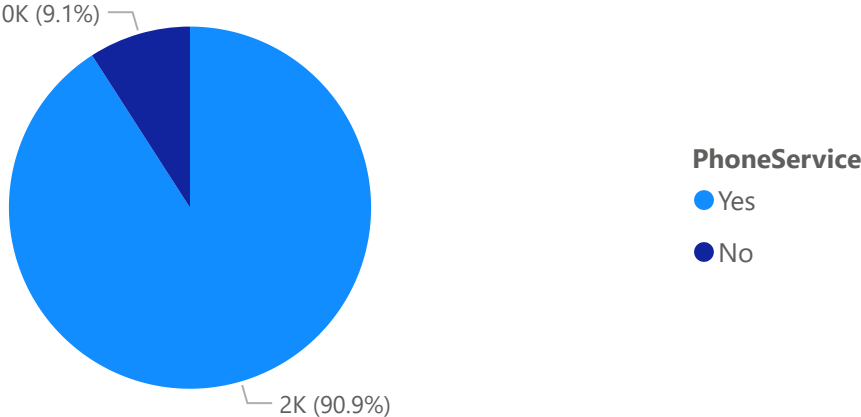
Churned Customers by PaymentMethod



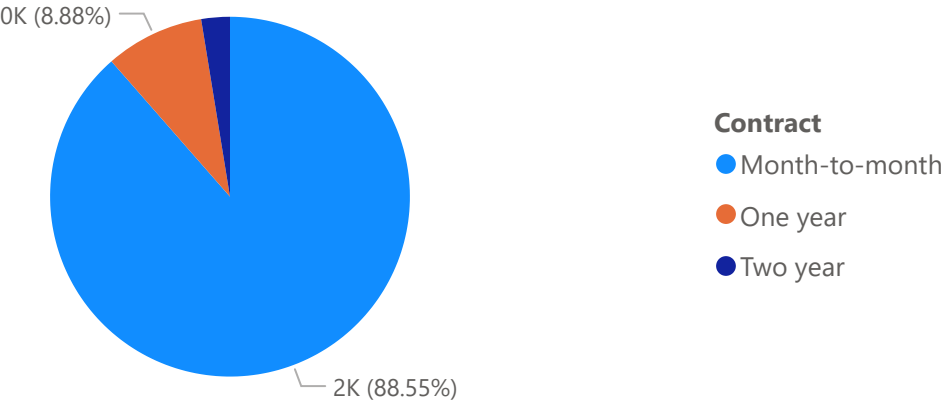
Churned Customers by InternetService



Churned Customers by Phone Service



Churned Customers by Contract Tyoe



# Customer Retention Analysis

73%

Retention Rate

Gender

All

SeniorCitizenLabel

All

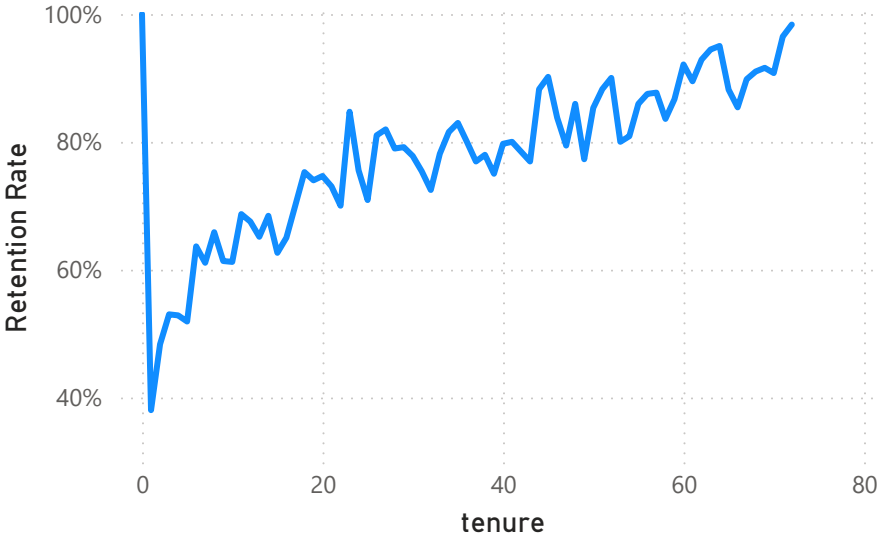
Partner

All

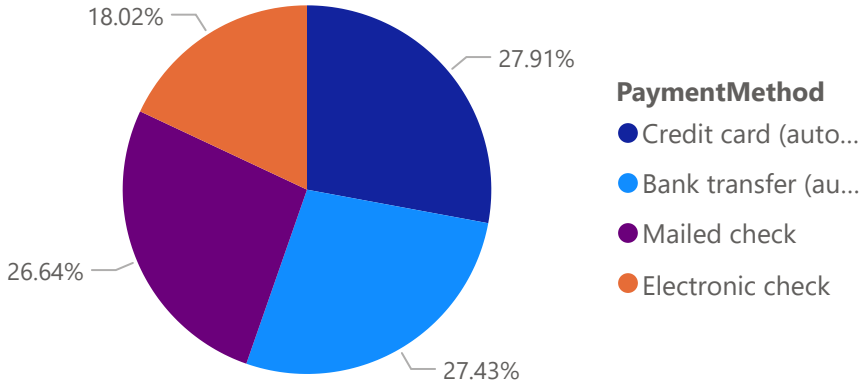
Dependents

All

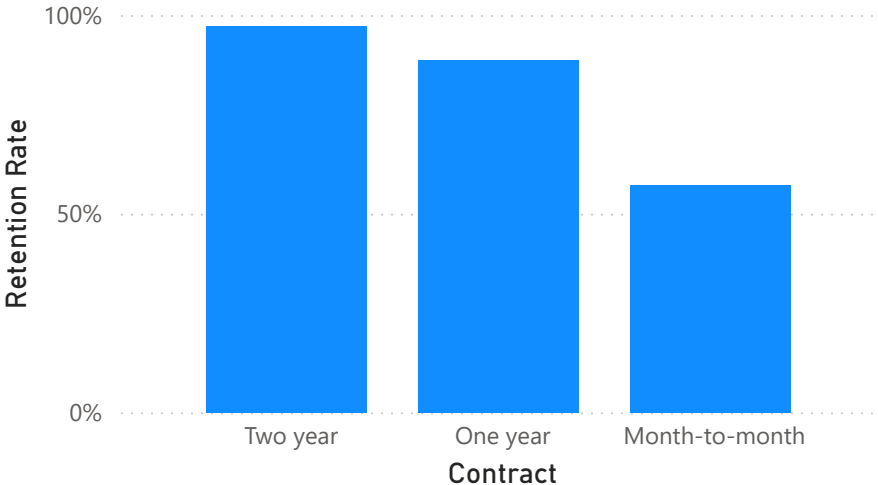
Retention Rate by tenure



Retention Rate by PaymentMethod



Retention Rate by Contract



Retention Status by Internet Service

