Overview

Total Users	Active Users	Total Charges	Average Monthly Charge
7K	5K	$16.06M	$64.76

Churn Rate
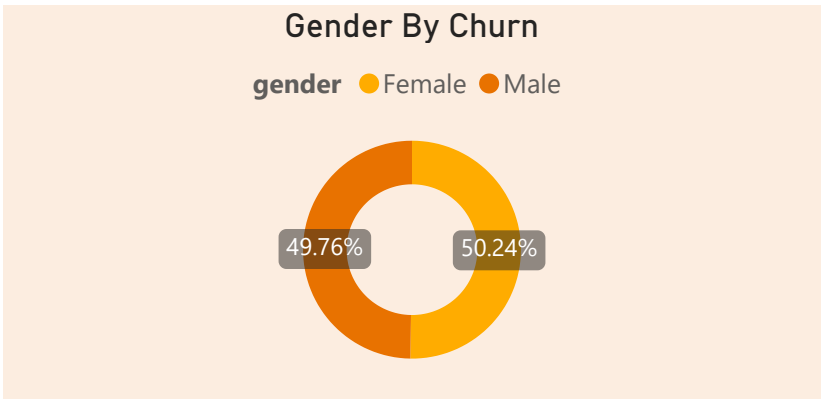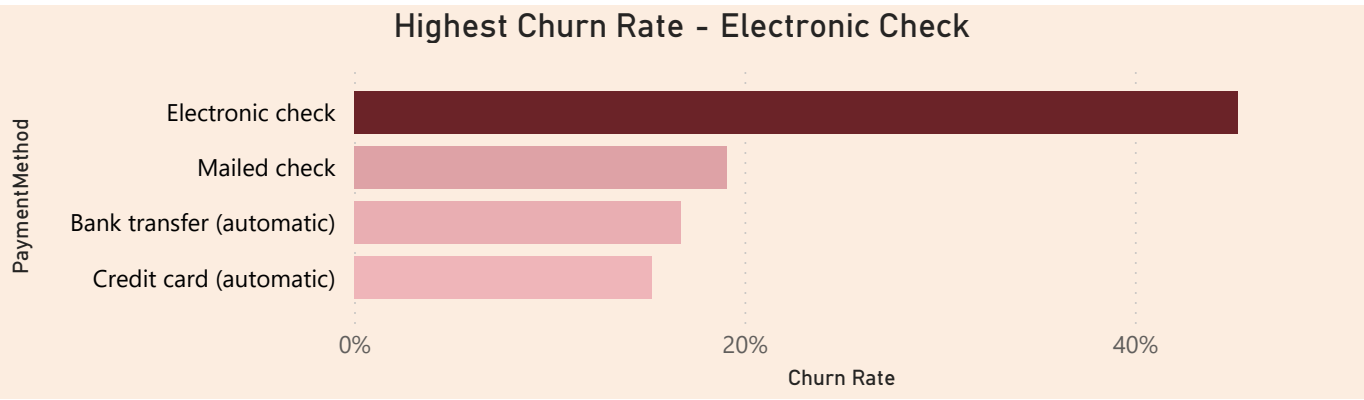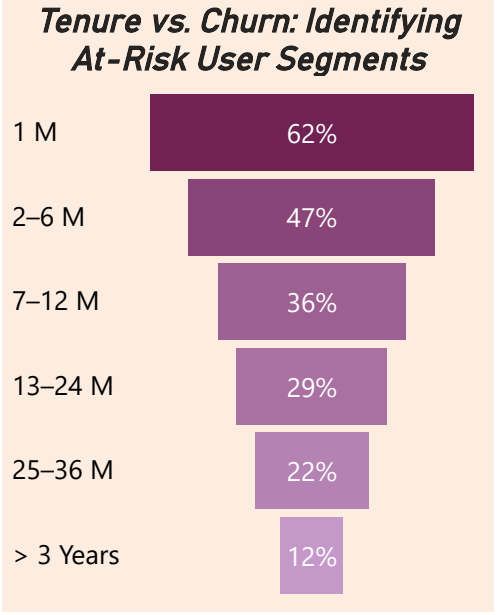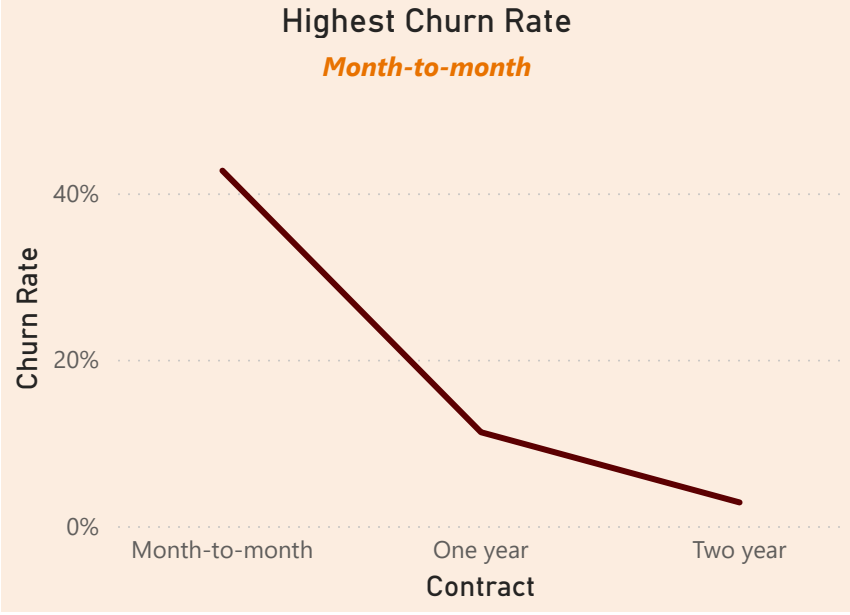**26.54%** ⊘

Seniors Make Up Almost 50% of Churn : 41.68%

Which Internet Service Loses the Most Customers ?

DSL
18.96%

Fiber optic
41.89%

No
7.40%

Highest Churn Rate
Month-to-month

Churn Rate vs Contract (Month-to-month, One year, Two year)

Tenure vs. Churn: Identifying At-Risk User Segments

Segment	Percentage
1 M	62%
2–6 M	47%
7–12 M	36%
13–24 M	29%
25–36 M	22%
> 3 Years	12%

Highest Churn Rate - Electronic Check

PaymentMethod (Churn Rate):
- Electronic check
- Mailed check
- Bank transfer (automatic)
- Credit card (automatic)

Gender By Churn

gender ● Female ● Male

49.76%   50.24%

Telecom Analytics

Overview

Churn Profile

Churn Forecasting

🔒 SeniorCitizen
0

🔒 Partner
No

Dependents ✕

0
74.53%

Churn
100.00%

No
49.33%

Yes
25.20%

No
45.32%

Yes
4.01%

+

+
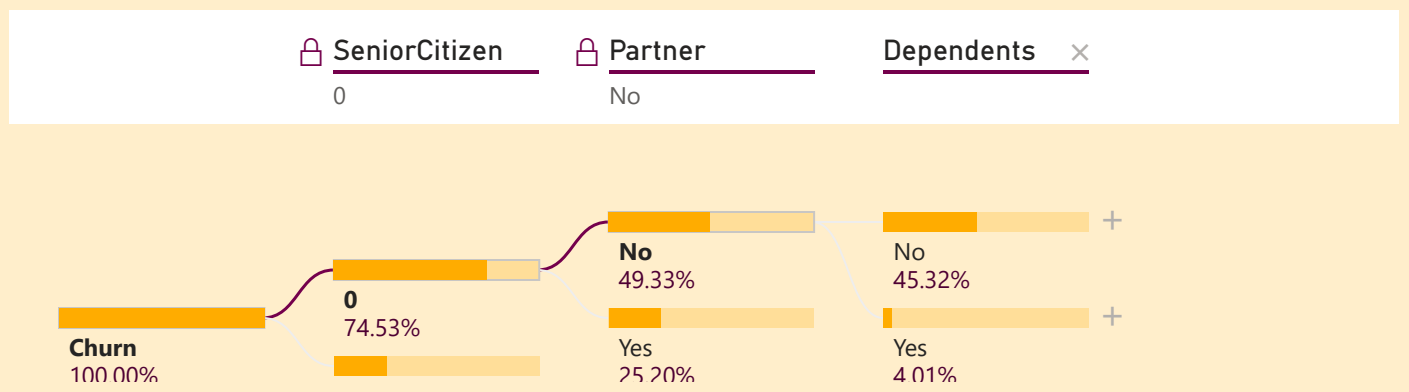
Key influencers   Top segments

👍 👎

What influences Churn to be   [Yes ▾]   ?
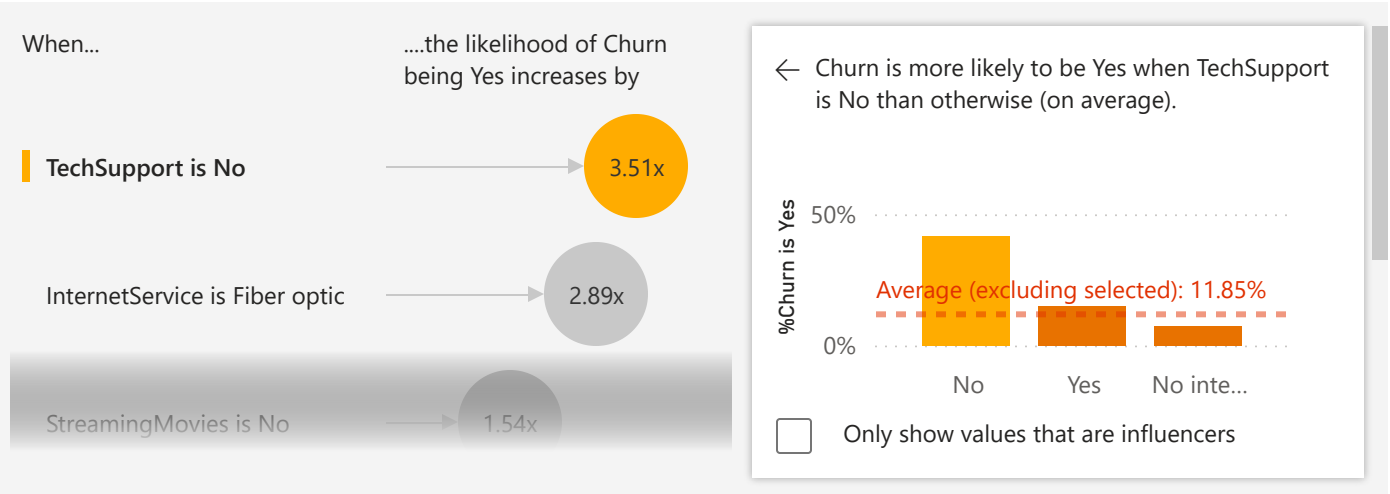
When…

….the likelihood of Churn being Yes increases by

TechSupport is No   → 3.51x

InternetService is Fiber optic   → 2.89x

StreamingMovies is No   → 1.54x

← Churn is more likely to be Yes when TechSupport is No than otherwise (on average).

50%

%Churn is Yes

Average (excluding selected): 11.85%

0%

No   Yes   No inte…

☐ Only show values that are influencers

Telecom Analytics

Overview
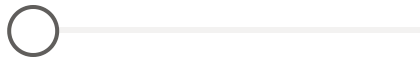
Churn Profile

Churn Forecasting

tenure

12
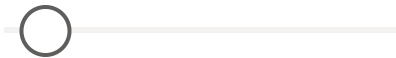
MonthlyCharges

140.00
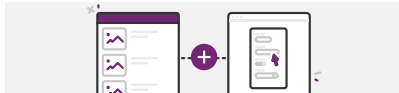
TotalCharges

Power Apps

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How to get started

Step 1

Select the fields from your data set that you would like to use in your app.

Step 2

Add an existing app to your report or create a new one.

Step 3

Save and publish your app in Power