

# CUSTOMER CHURN DASHBOARD

Churn Overview

CHURN BY  
DEMOGRAPHICS

6687

Total Customers

1796

Total churned

26.86%

Total Churned Rate %

208K

Monthly Charges

7M

Total Charges

Churned % by Data Plan

Total Churned % Unlimited Data Plan

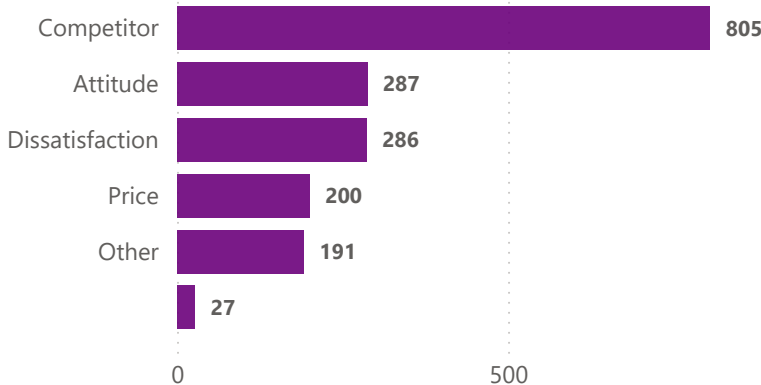
16.10% No

32.11% Yes

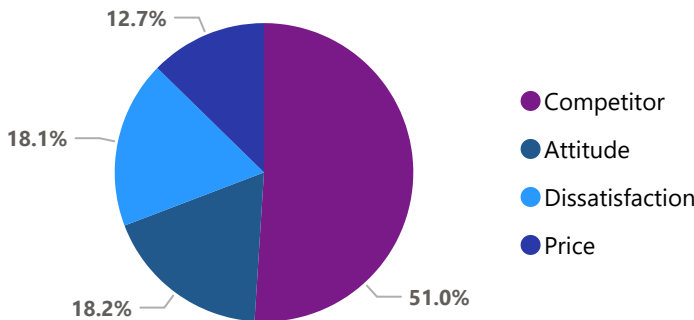
26.86%

## IMPORTANT CHURN REASON

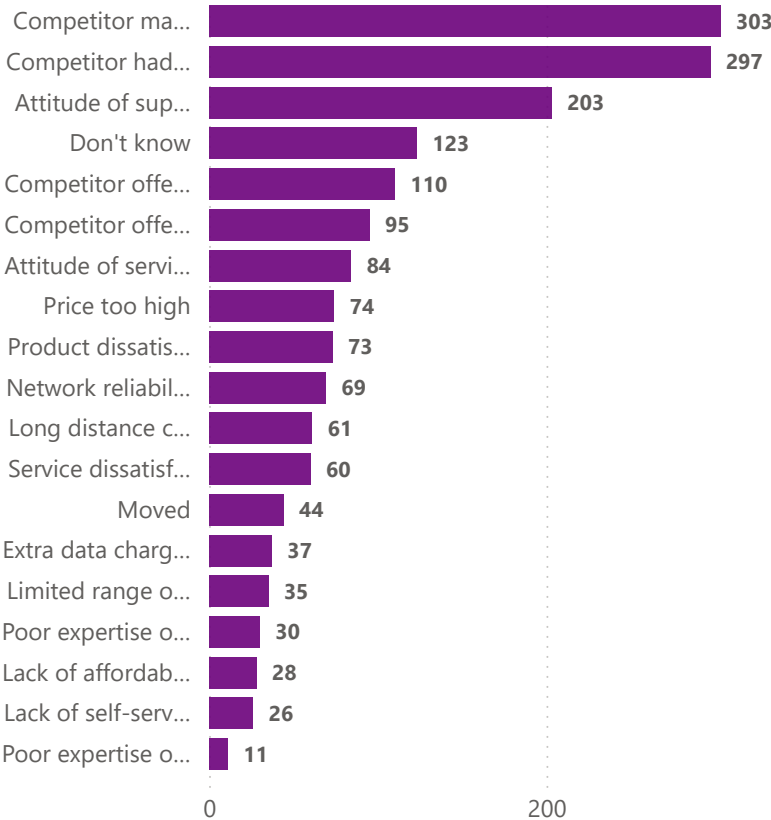
Total churned by Churn Category



Churned by Churn Category

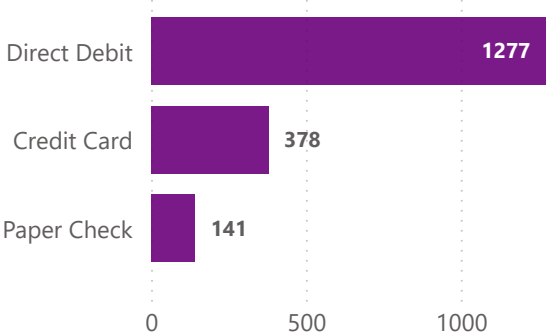


## Total churned by Churn Reason



## CUSTOMER ACCOUNT INFORMATION

Total churned by Payment Method



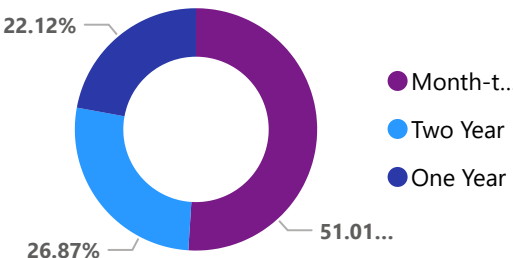
Monthly

46.29%  
Total Churned %

Yearly

6.62%  
Total Churned %

Customer by Contract Type



# CUSTOMER CHURN BY DEMOGRAPHICS

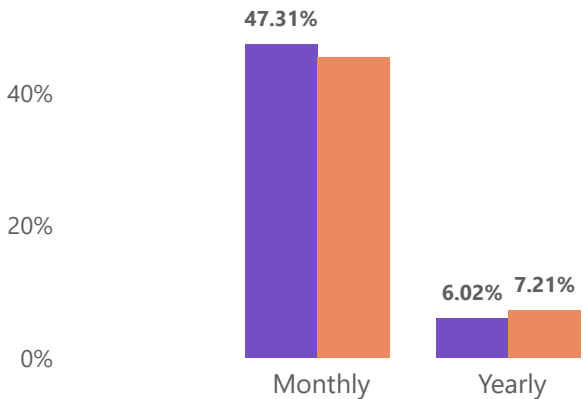
Churn Overview

CHURN BY  
DEMOGRAPHICS

## IMPORTANT CHURN REASON

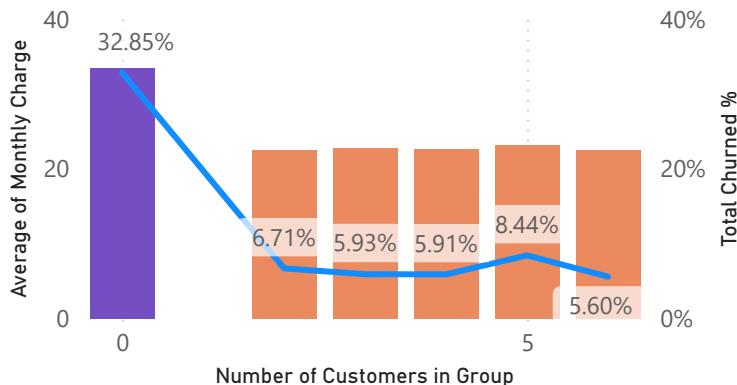
Total Churned % by Contract Category and Gender

Gender ● Female ● Male

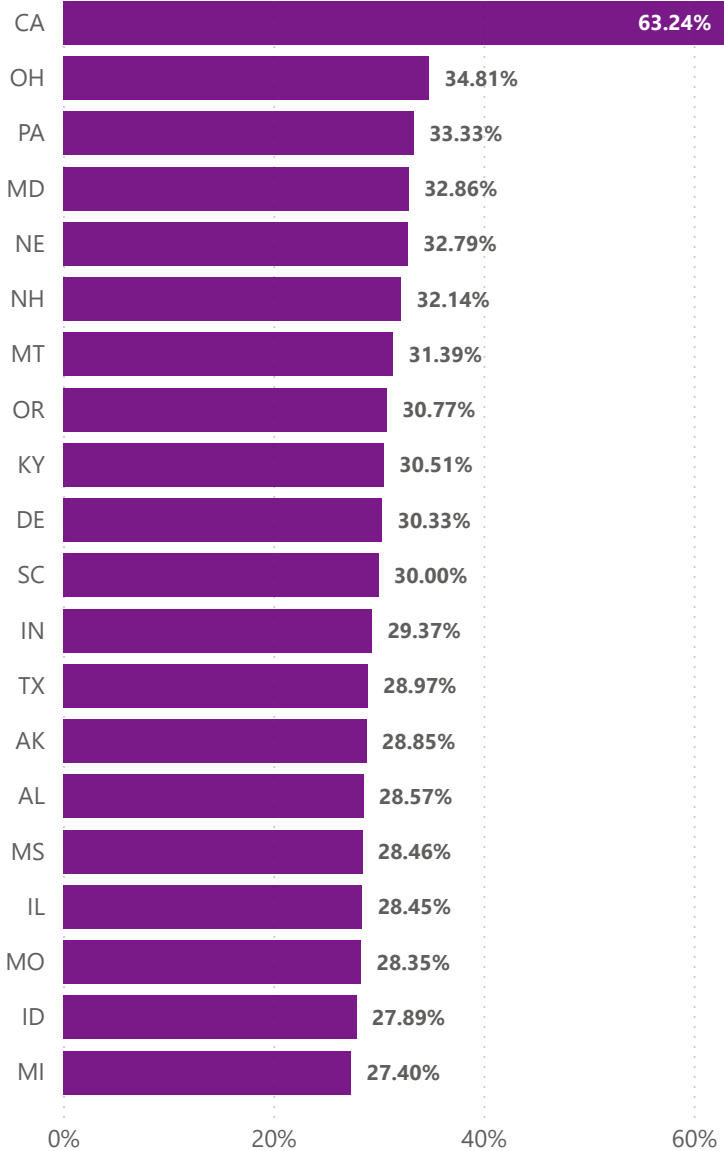


Average of Monthly Charge and Total Churned % by Customers in Group and Group

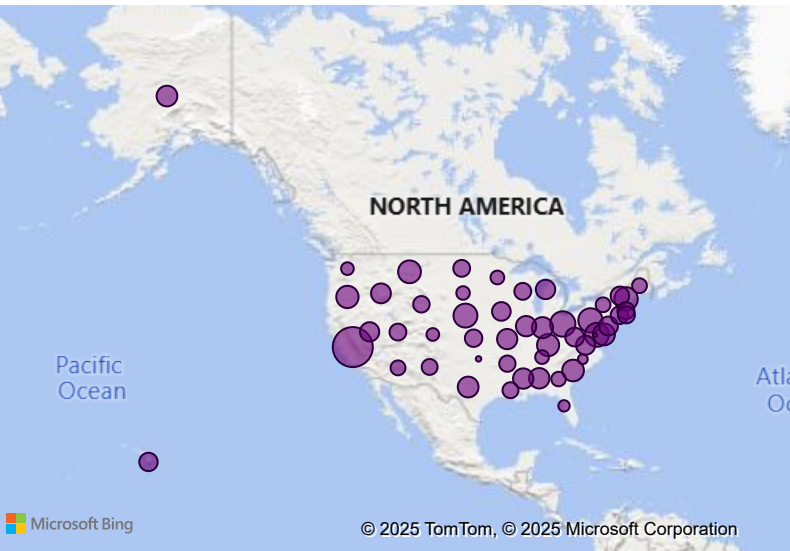
Group ● No ● Yes ● Total Churned %



## TOTAL CHURNED % BY STATE



## CHURN IN STATE



Customers in Group and Total Churned % by Age (bins)

● Customers in Group ● Total Churned %

