

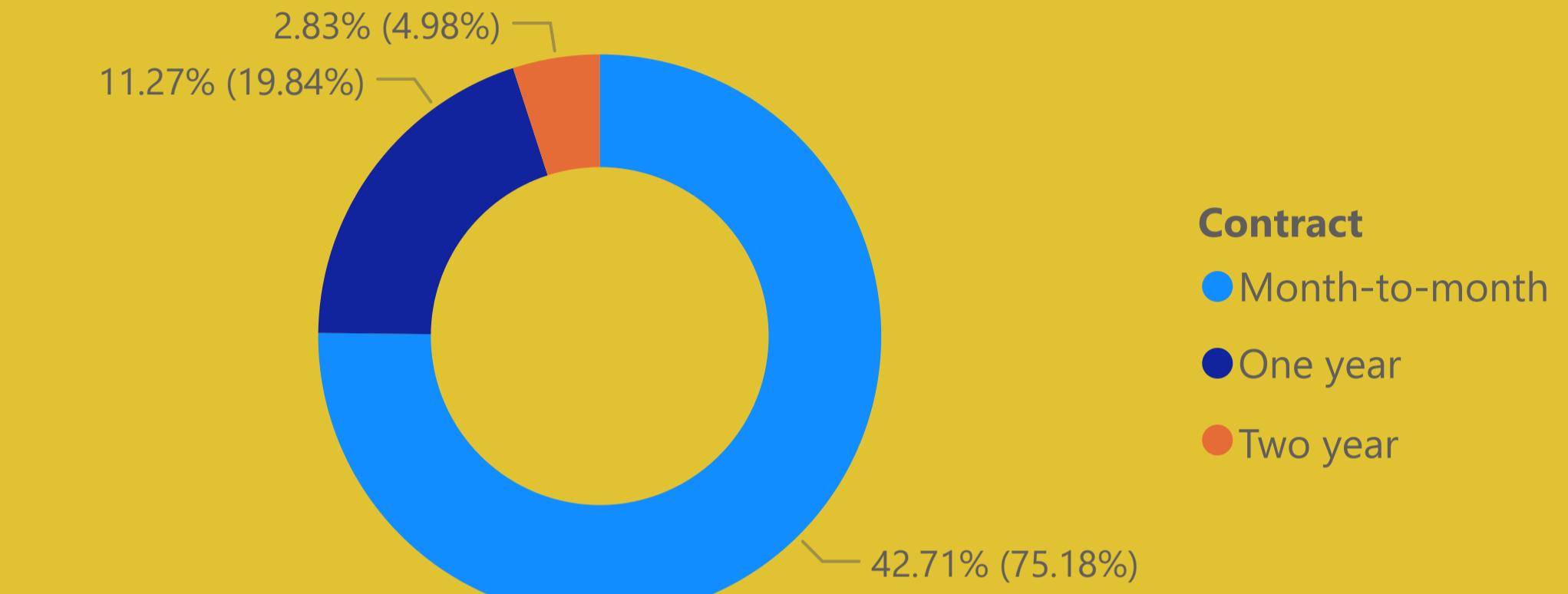


Churn Ratio

Churn	Count of Churn
No	5174
Yes	1869
Total	7043

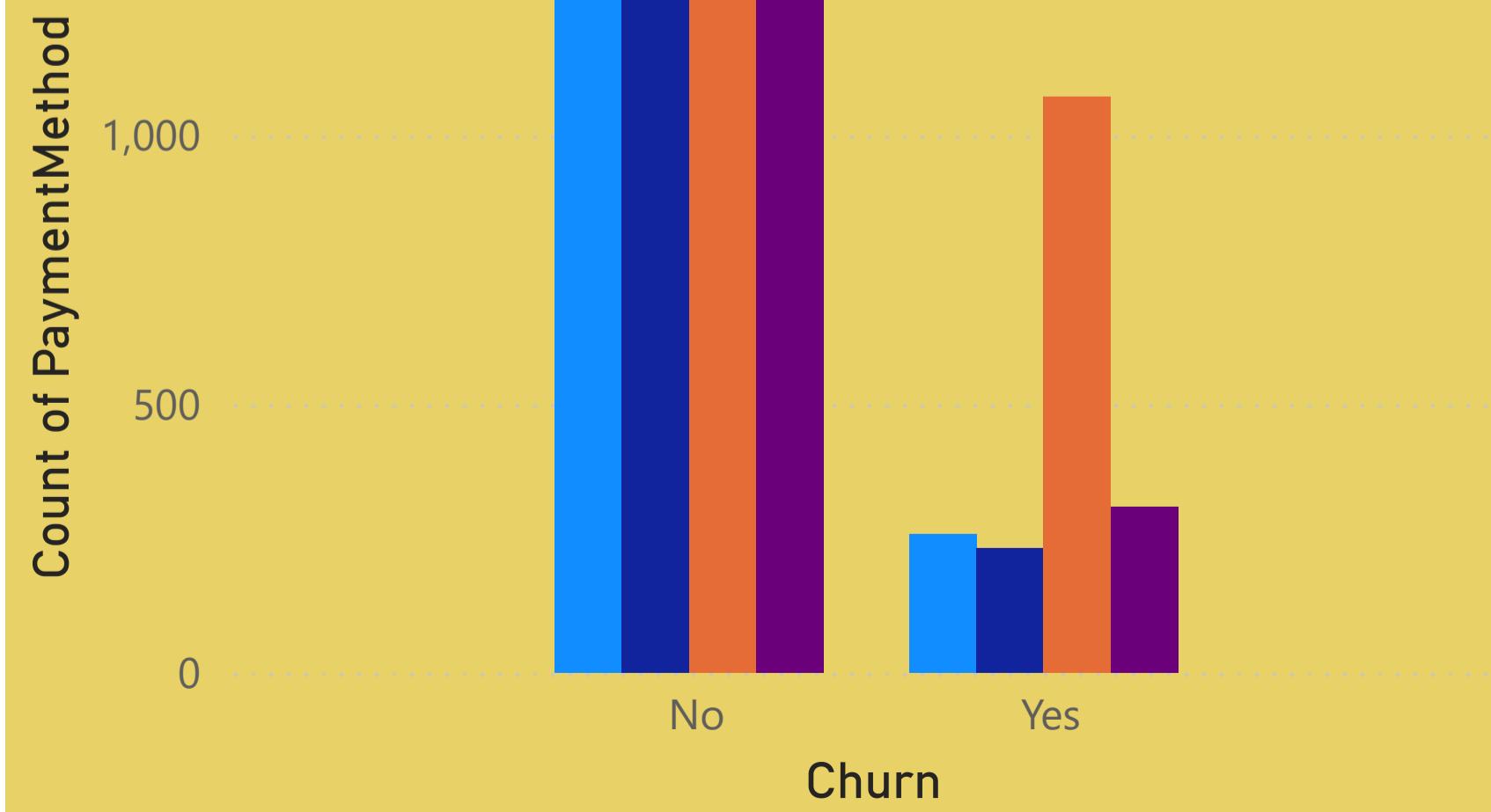


Churn Ratio by Contract



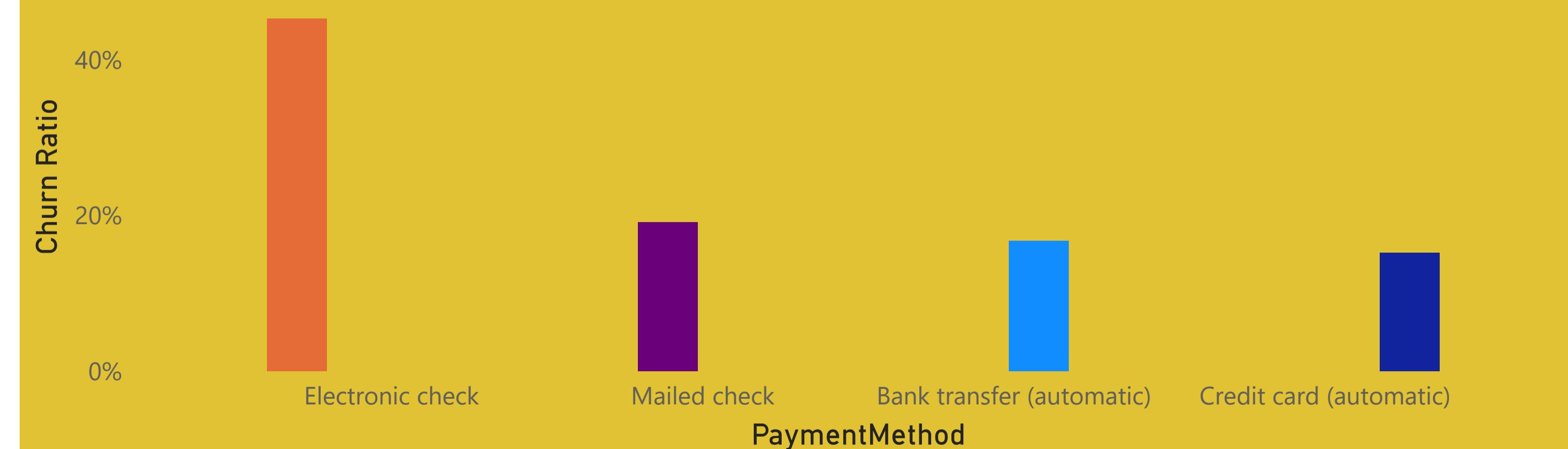
Count of PaymentMethod by Churn and PaymentMethod

PaymentMethod ● Bank tra... ● Credit c... ● Electroni... ● Mailed c...

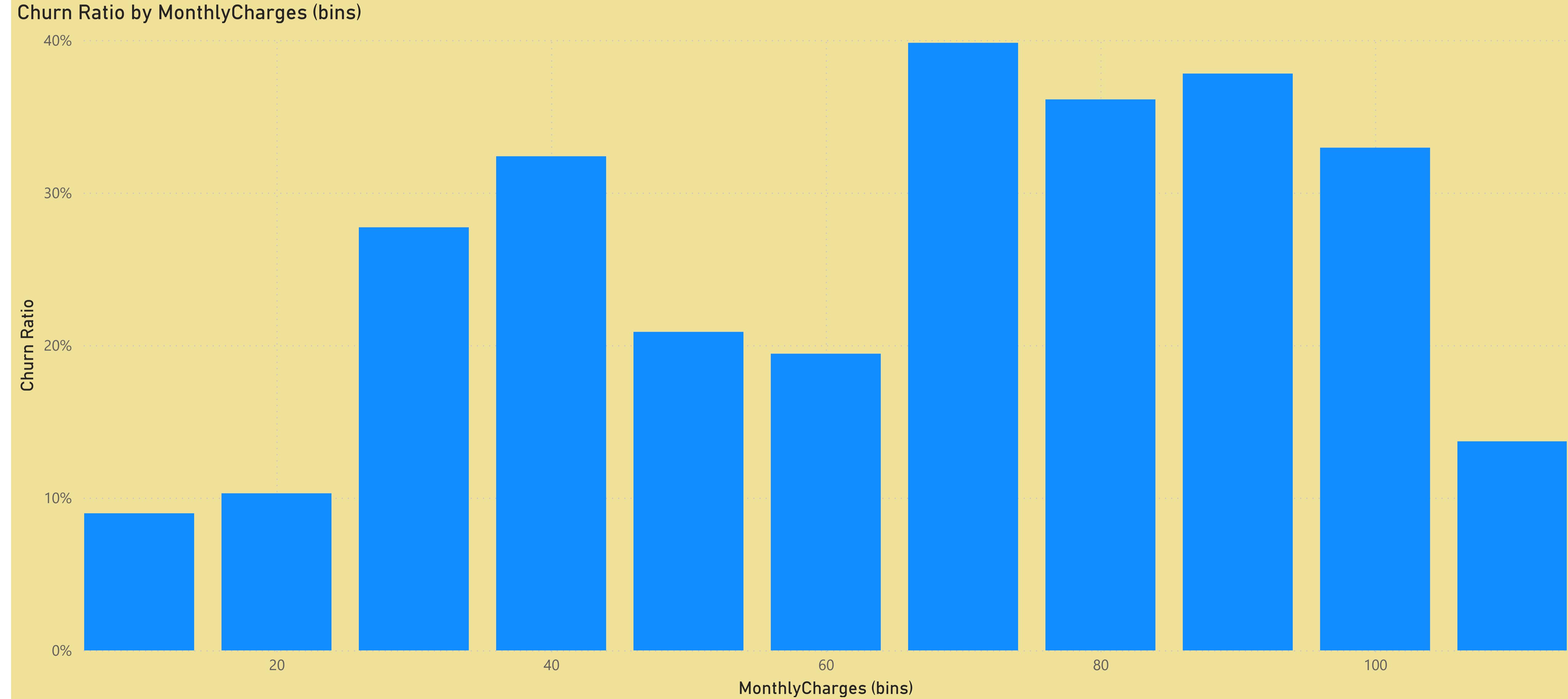


Churn Ratio by PaymentMethod and PaymentMethod

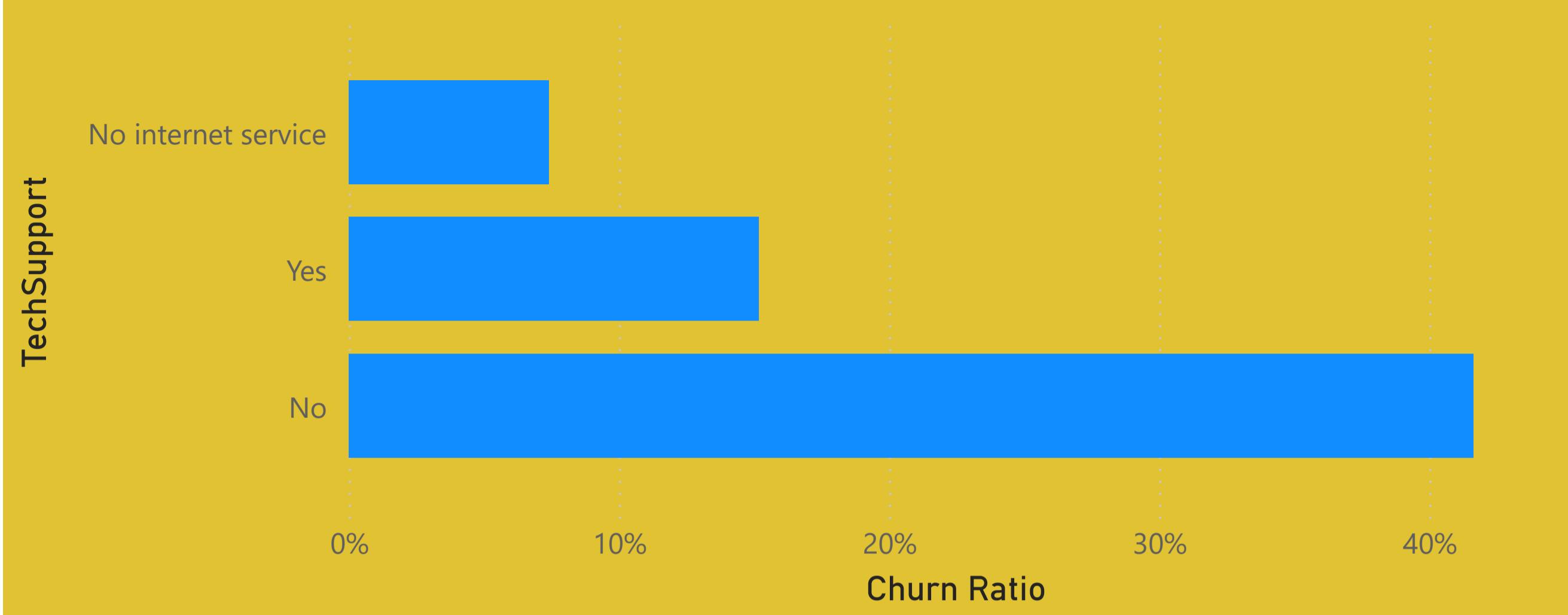
PaymentMethod ● Electronic check ● Mailed check ● Bank transfer (automatic) ● Credit card (automatic)



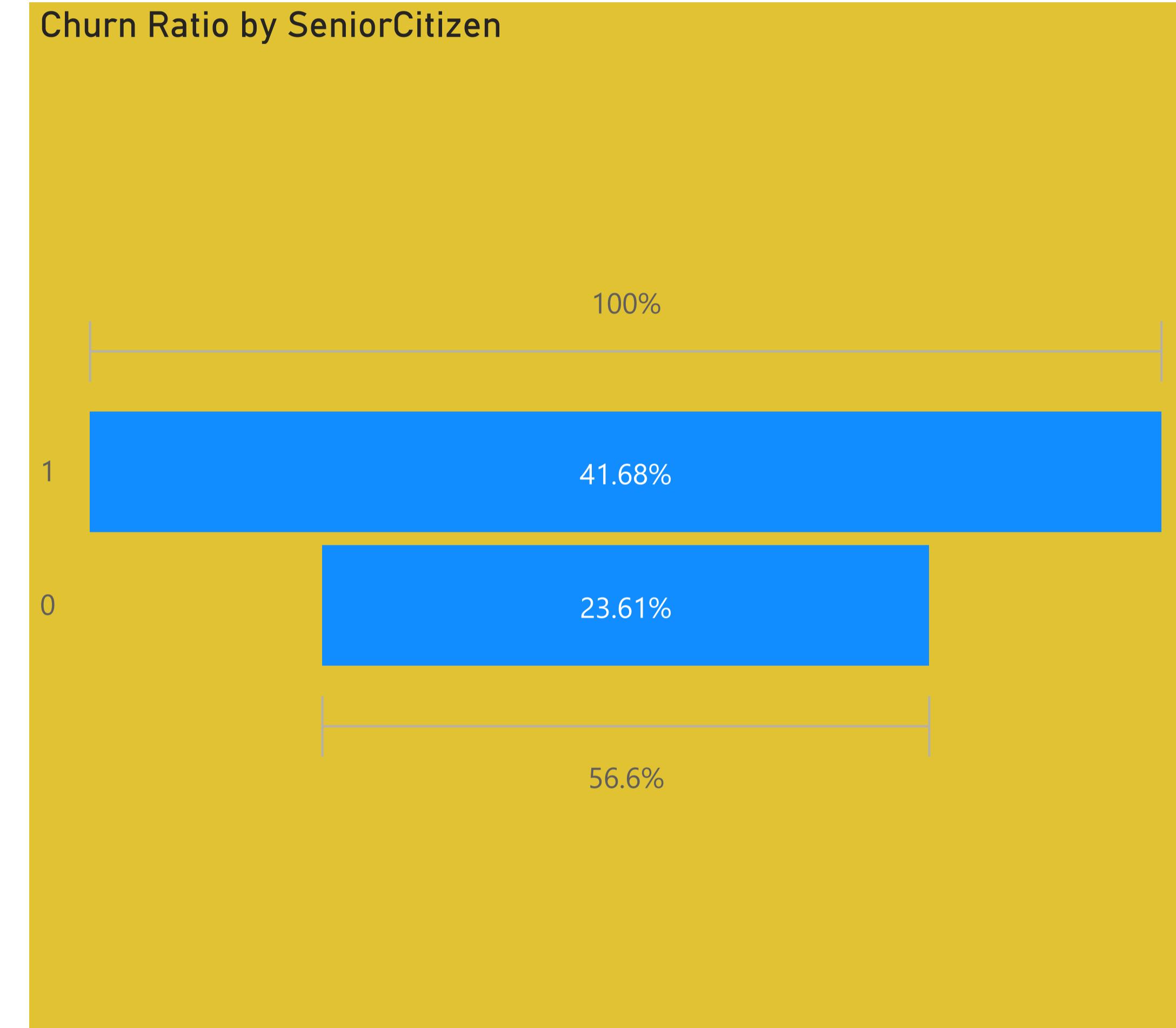
"Churn Ratio by Monthly Charges"



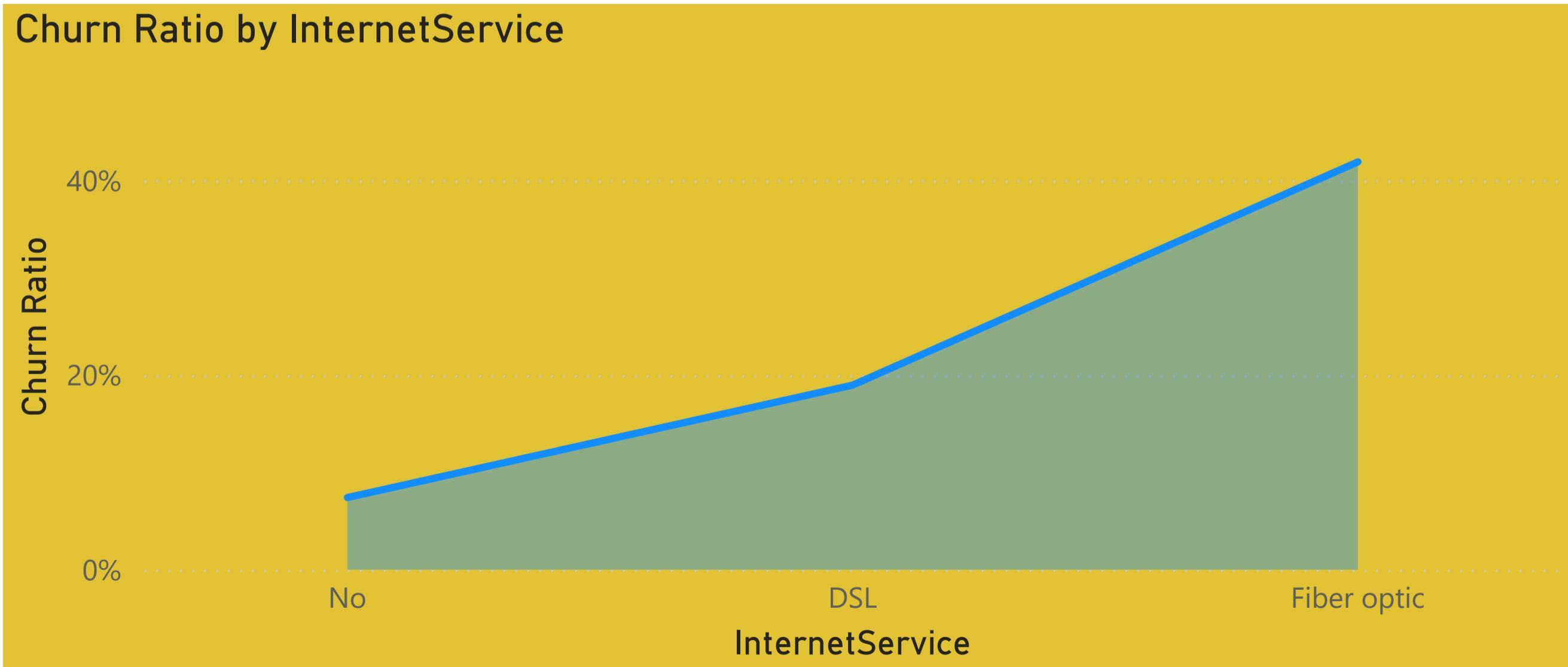
Churn Ratio by TechSupport



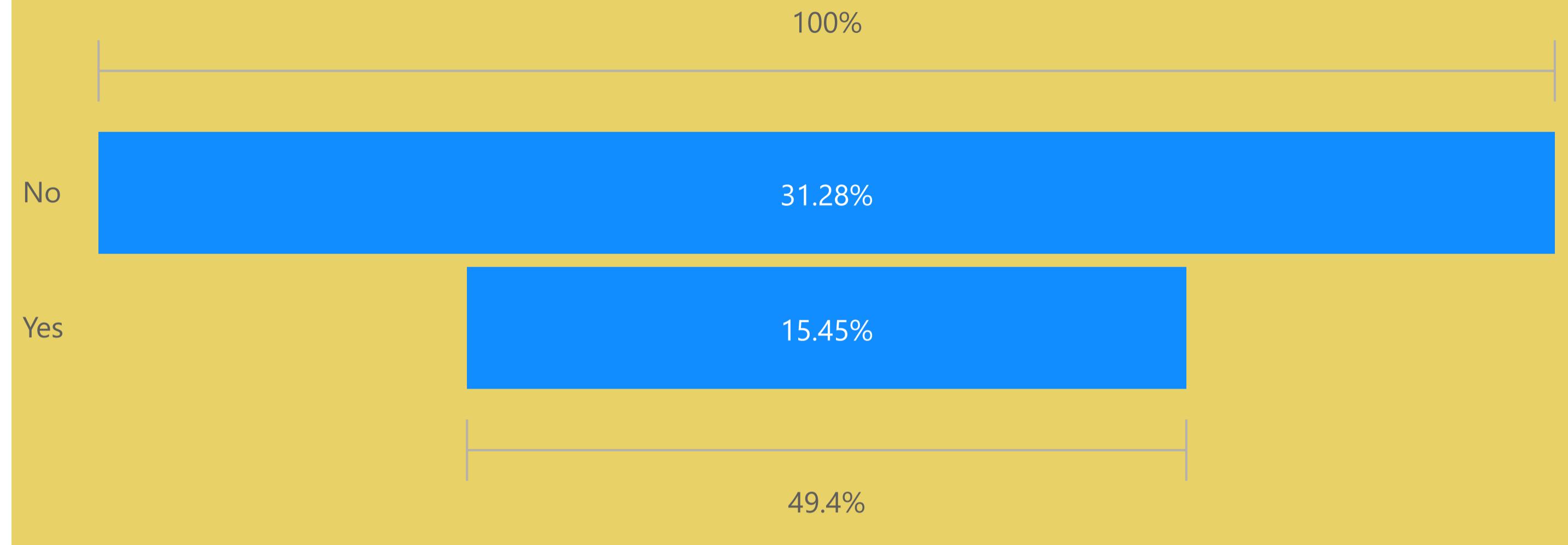
Churn Ratio by SeniorCitizen



Churn Ratio by InternetService

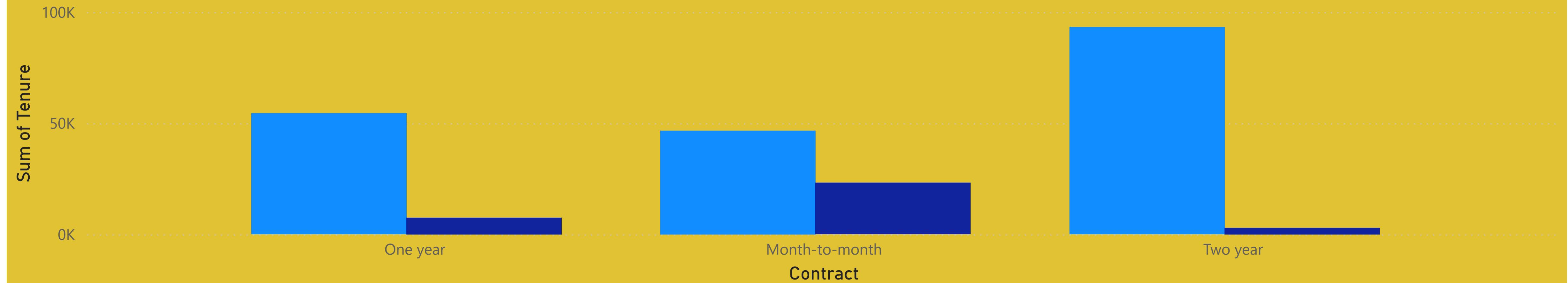


Churn Ratio by Dependents



Sum of Tenure by Contract and Churn

Churn ● No ● Yes



" Telcom Customer Churn Analysis Dashboard "

7043

Total Customers

1869

Churn

5174

Active

26.54%

Churn Ratio

1.10M

HighRiskRevenue

16.06M

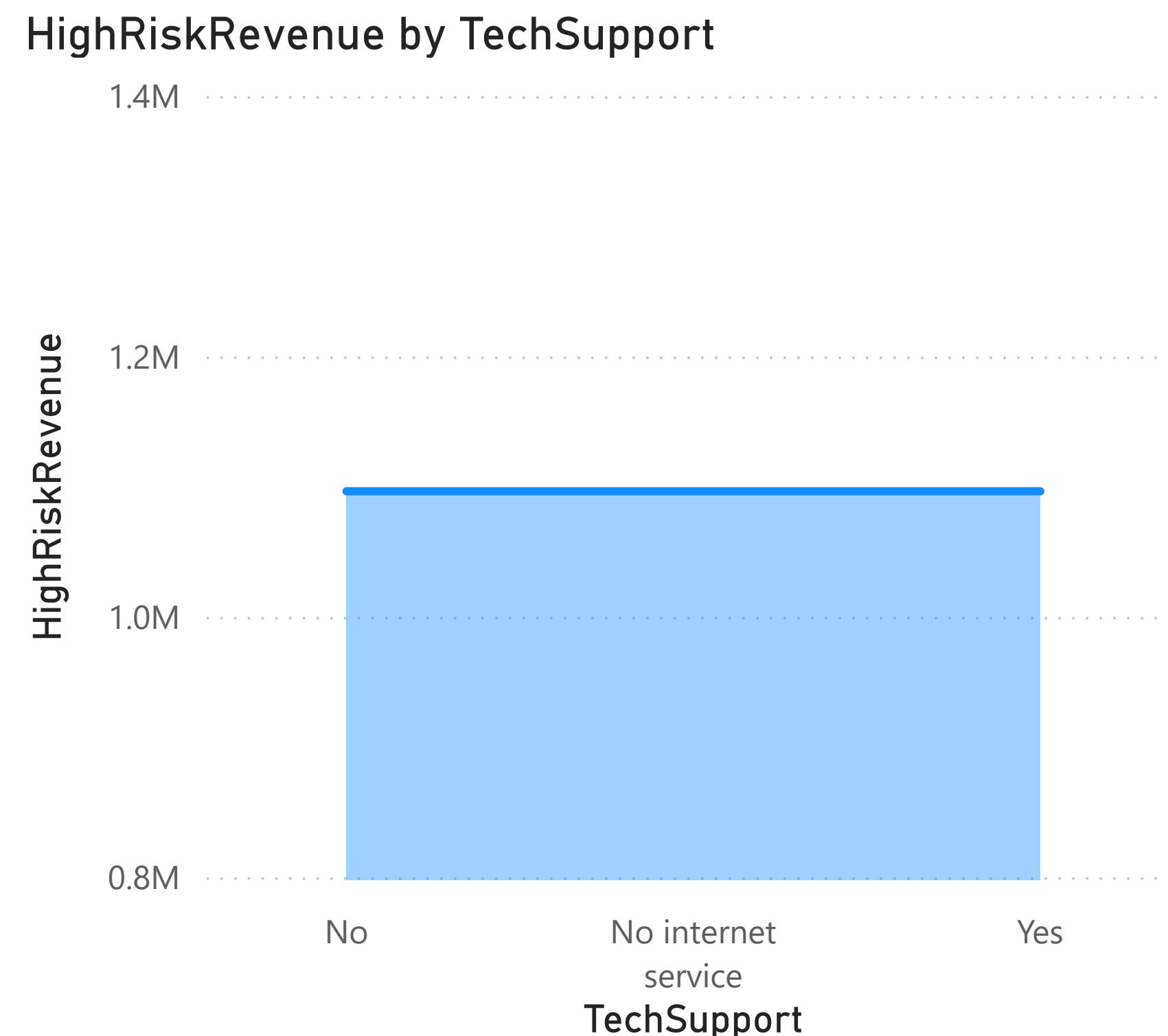
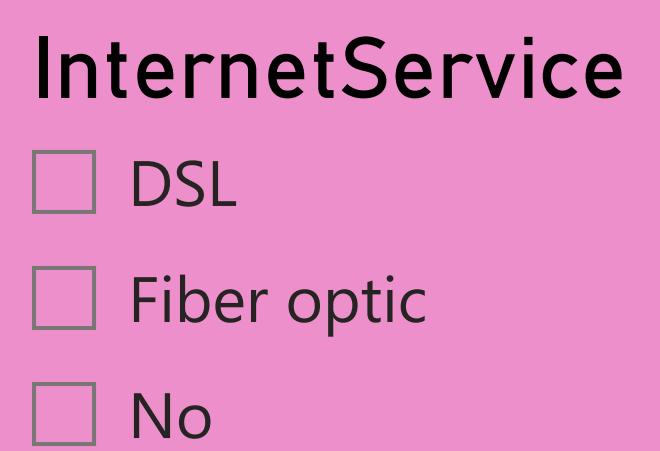
Total Revenue

13.19M

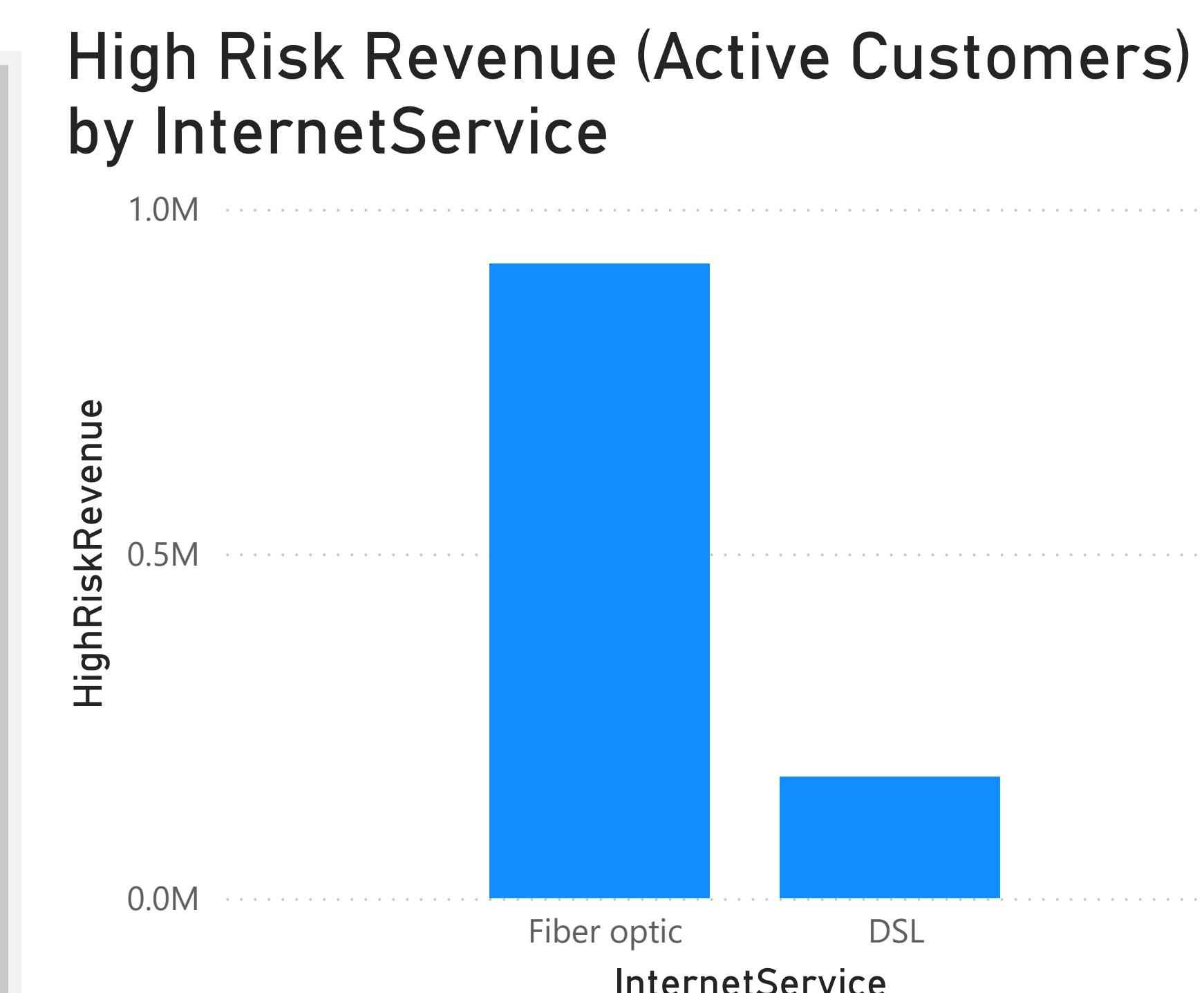
Active Revenue

2.86M

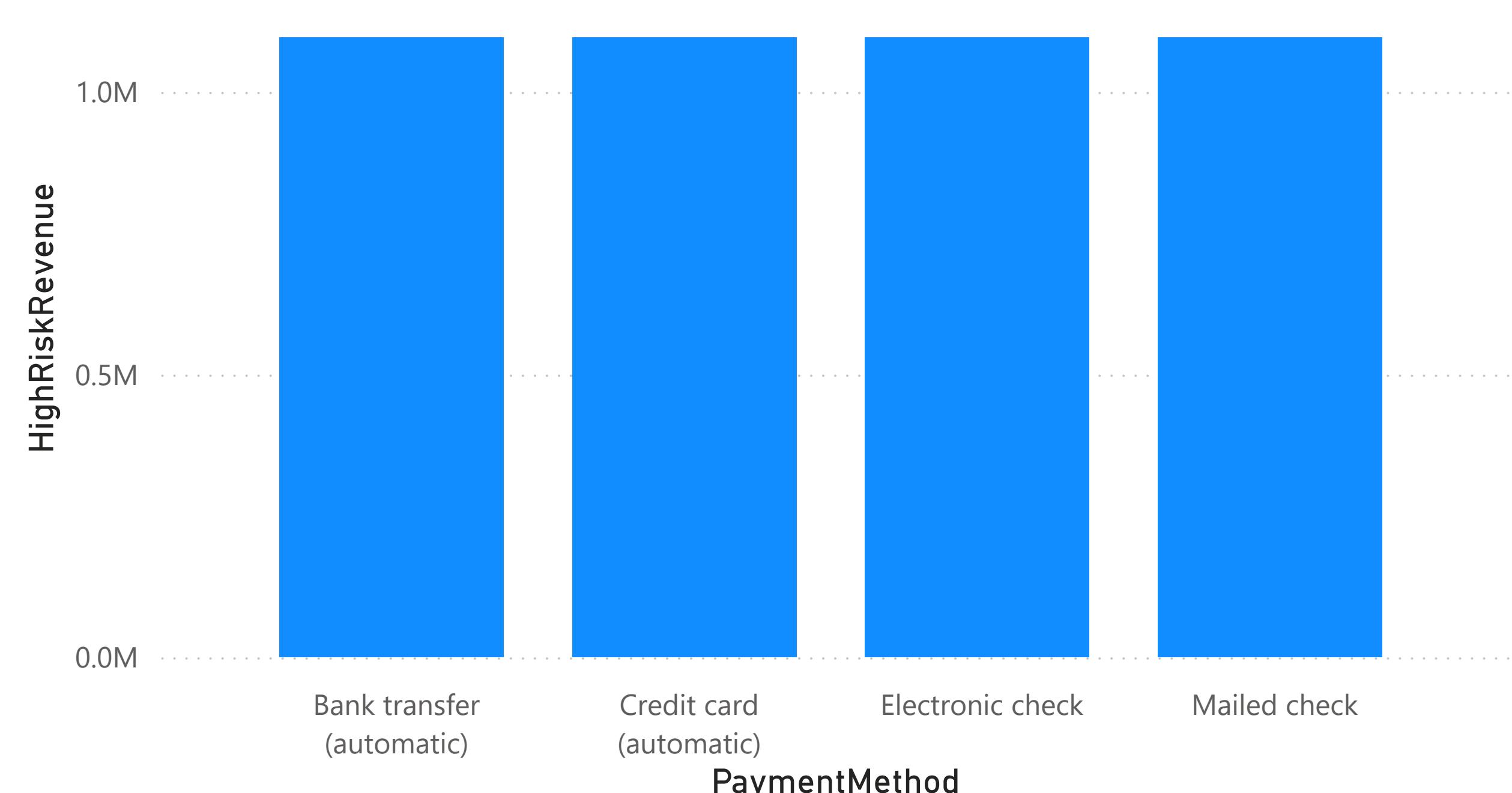
Churned Revenue



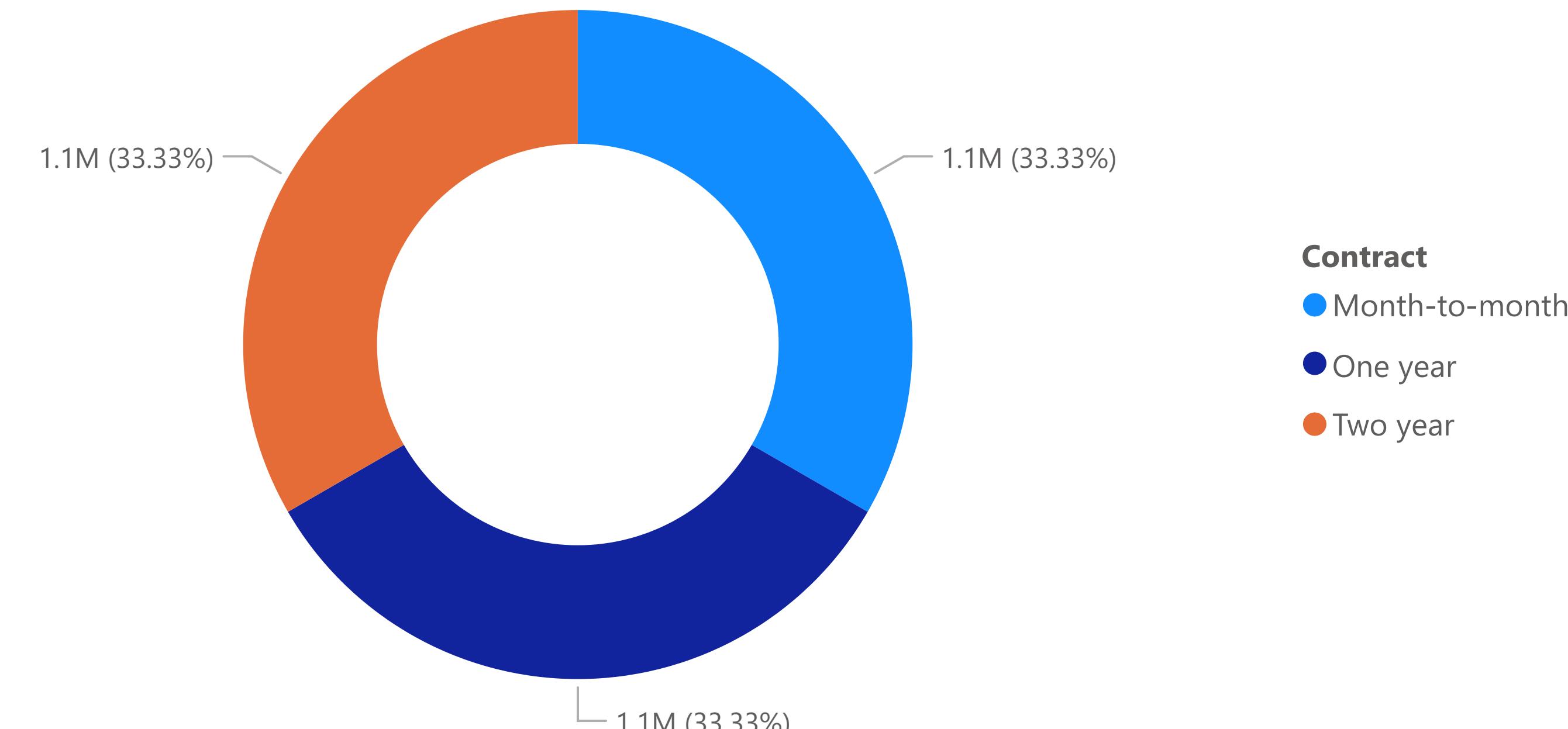
- Fiber Optic users show higher churn risk by review pricing or service quality.**
- Month-to-month contracts dominate risky revenue so, we encourage long-term plan**
- Electronic Check shows high churn by payment**



High Risk Revenue(Active Customers) by PaymentMethod



Safe Revenue and High Risk Revenue(Active Customers)



Contract

- Month-to-month
- One year
- Two year