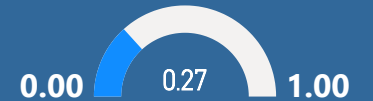




# CUSTOMER CHURN AND RETENTION DASHBOARD

CHURN RATE



AVG TENURE(CHURNED)

17.98

AVG TENURE(RETAINED)

37.57

REVENUE LOSS DUE TO CHURN

139,130.85

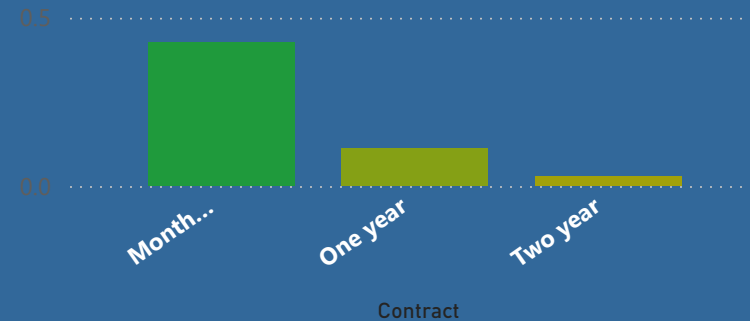
AVG MONTHLY CHARGES(CHURNED)

74.44

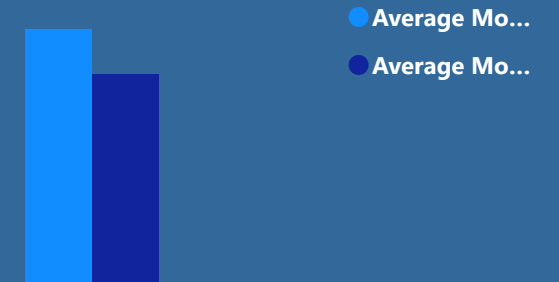
CHURN RATE BY PAYMENT METHOD



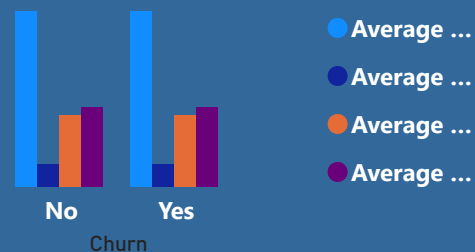
CHURN RATE BY CONTRACT



AVG MONTHLY CHARGES(CHURNED VS RETAINED)

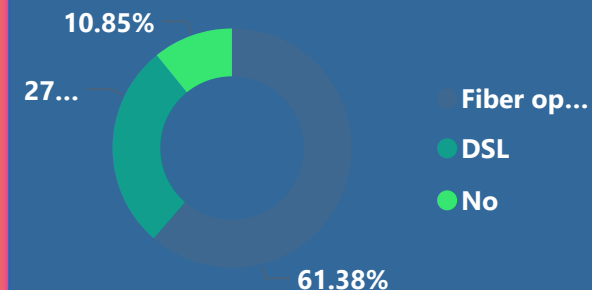


AVG SUPPORT TICKETS(ADM&TECH) BY CHURN RATE



PaymentMethod	Sum of TotalCharges
Mailed check	1,691,392
Electronic check	4,944,903
Credit card (automatic)	4,671,593
Bank transfer (automatic)	4,748,279
Total	16,056,168

CHURN RATE BY INTERNET SERVICE



SLICER

All

SLICER-CONTRACT

All

## **Subject: Customer Churn Analysis Findings and Recommendations**

Dear Sir/Madam

I hope this message finds you well. I have completed the analysis on customer churn and retention metrics, as presented in the attached dashboard. Here are some key findings:

1. **High Churn Rate with Monthly Contracts:** Customers with monthly contracts exhibit a notably higher churn rate compared to those on longer-term contracts. This suggests that customers on flexible plans may be more inclined to leave.
2. **Revenue Loss Due to Churn:** Churned customers represent a significant revenue loss. With an average tenure for churned customers being substantially shorter than for retained customers, it may be beneficial to explore incentives to retain newer customers during the initial stages of their contracts.