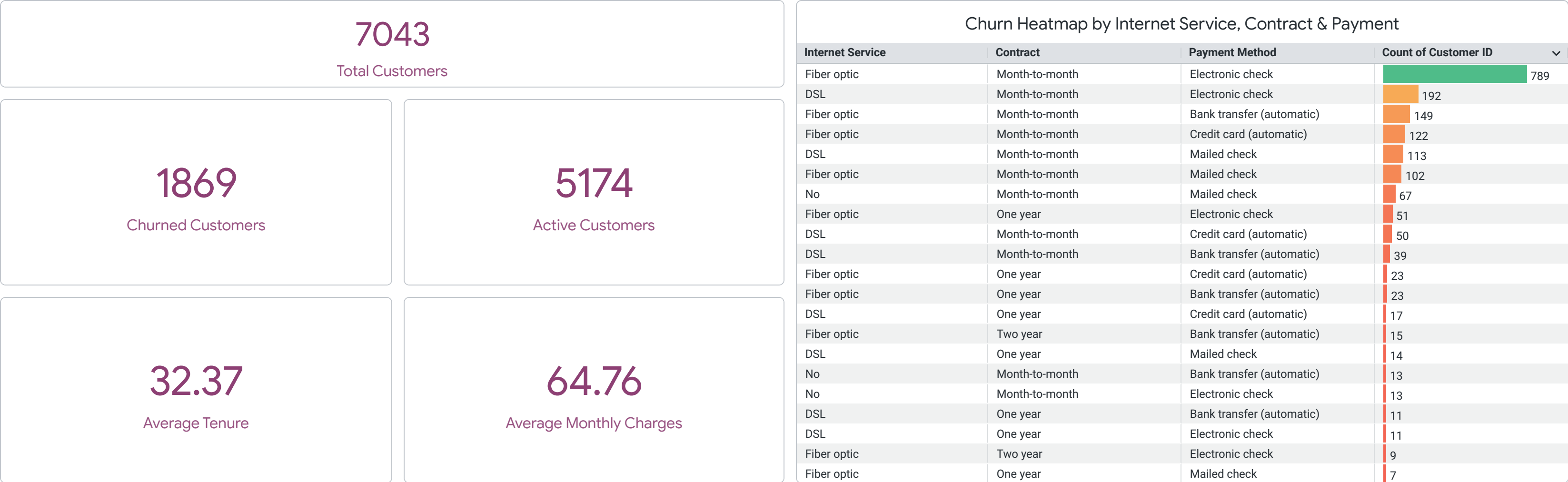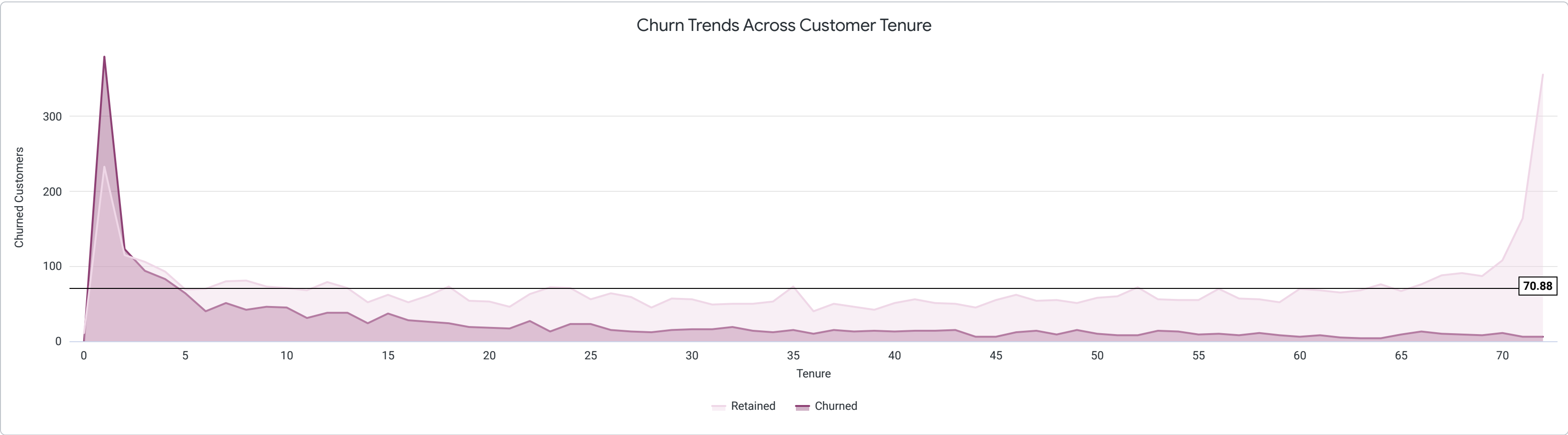This dashboard helps stakeholders monitor churn rate trends, identify risk segments, and drive retention strategies.
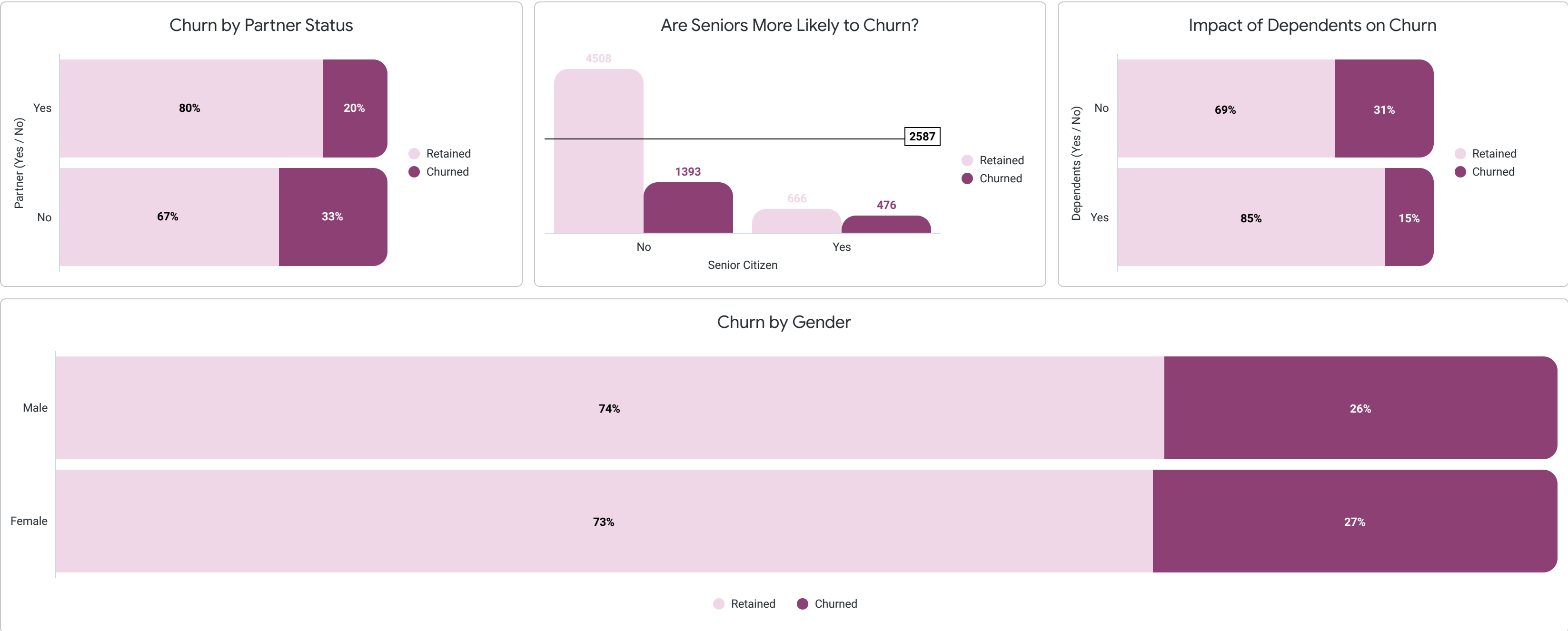
🧭 Section 1: Overview KPIs

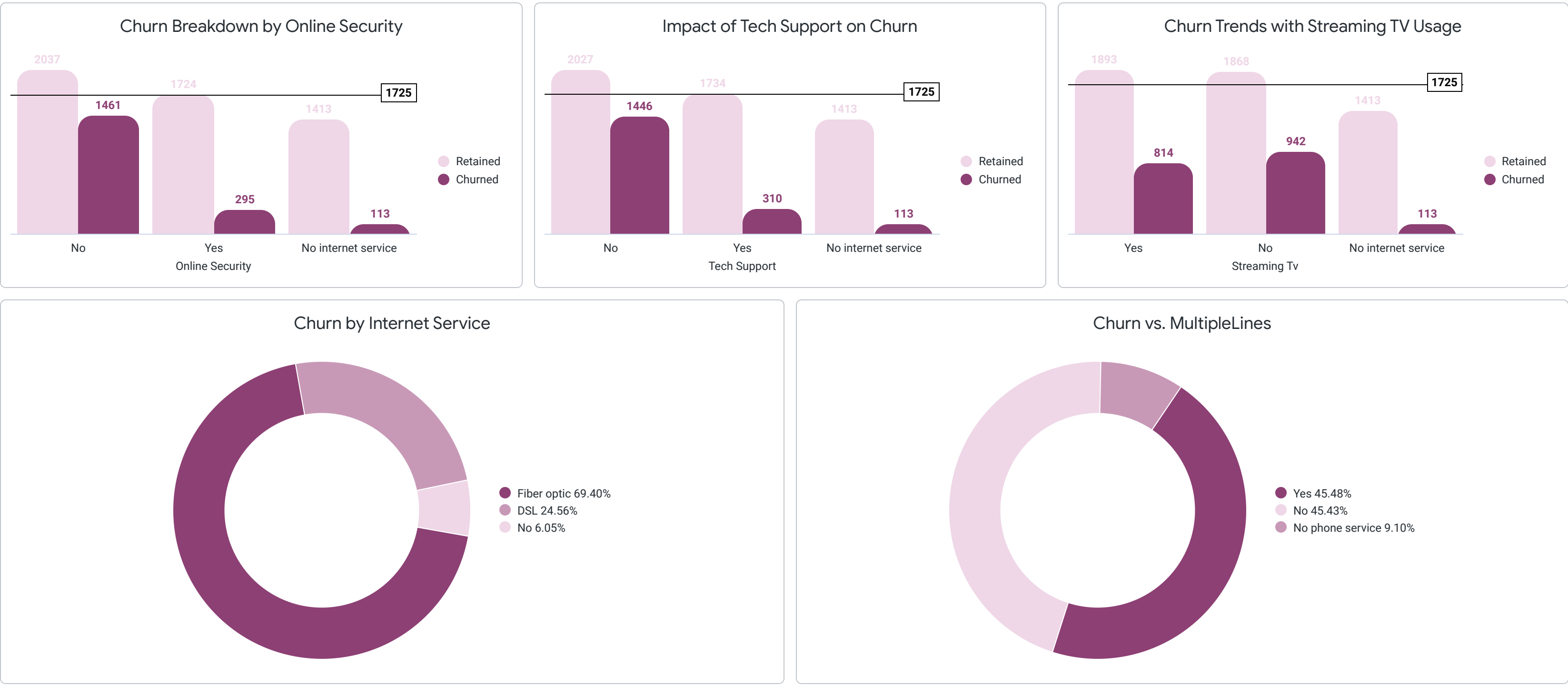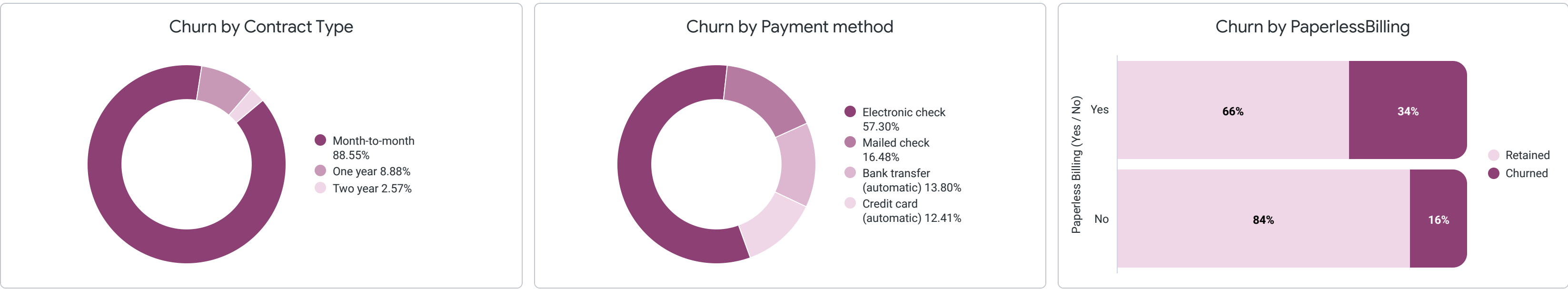| Total Customers	
7043	

1869	5174
Churned Customers	Active Customers

32.37	64.76
Average Tenure	Average Monthly Charges

Churn Heatmap by Internet Service, Contract & Payment

Internet Service	Contract	Payment Method	Count of Customer ID
Fiber optic	Month-to-month	Electronic check	789
DSL	Month-to-month	Electronic check	192
Fiber optic	Month-to-month	Bank transfer (automatic)	149
Fiber optic	Month-to-month	Credit card (automatic)	122
DSL	Month-to-month	Mailed check	113
Fiber optic	Month-to-month	Mailed check	102
No	Month-to-month	Mailed check	67
Fiber optic	One year	Electronic check	51
DSL	Month-to-month	Credit card (automatic)	50
DSL	Month-to-month	Bank transfer (automatic)	39
Fiber optic	One year	Credit card (automatic)	23
Fiber optic	One year	Bank transfer (automatic)	23
DSL	One year	Credit card (automatic)	17
Fiber optic	Two year	Bank transfer (automatic)	15
DSL	One year	Mailed check	14
No	Month-to-month	Bank transfer (automatic)	13
No	Month-to-month	Electronic check	13
DSL	One year	Bank transfer (automatic)	11
DSL	One year	Electronic check	11
Fiber optic	Two year	Electronic check	9
Fiber optic	One year	Mailed check	7

📈 Section 2: Churn Trend

Churn Trends Across Customer Tenure

Legend: Retained, Churned. (Reference line: 70.88)

👥 Section 3: Demographics Breakdown

Churn by Partner Status

Partner (Yes / No)	Retained	Churned
Yes	80%	20%
No	67%	33%

Are Seniors More Likely to Churn?

Senior Citizen — No: 4508 (Retained), 1393 (Churned); Yes: 666 (Retained), 476 (Churned). Reference line: 2587.

Impact of Dependents on Churn

Dependents (Yes / No)	Retained	Churned
No	69%	31%
Yes	85%	15%

Churn by Gender

	Retained	Churned
Male	74%	26%
Female	73%	27%

📱 Section 4: Services & Churn

Churn Breakdown by Online Security

Online Security	Retained	Churned
No	2037	1461
Yes	1724	295
No internet service	1413	113

Reference line: 1725

Impact of Tech Support on Churn

Tech Support	Retained	Churned
No	2027	1446
Yes	1734	310
No internet service	1413	113

Reference line: 1725

Churn Trends with Streaming TV Usage

Streaming Tv	Retained	Churned
Yes	1893	814
No	1868	942
No internet service	1413	113

Reference line: 1725

Churn by Internet Service

- Fiber optic 69.40%
- DSL 24.56%
- No 6.05%

Churn vs. MultipleLines

- Yes 45.48%
- No 45.43%
- No phone service 9.10%

📄 Section 5: Contract & Billing

Churn by Contract Type

- Month-to-month 88.55%
- One year 8.88%
- Two year 2.57%

Churn by Payment method

- Electronic check 57.30%
- Mailed check 16.48%
- Bank transfer (automatic) 13.80%
- Credit card (automatic) 12.41%

Churn by PaperlessBilling

Paperless Billing (Yes / No)	Retained	Churned
Yes	66%	34%
No	84%	16%

💵 Section 6: Revenue Impact

$2,862,926.90	$139,130.85
💰 Total Revenue Lost to Churn	💰 Monthly Revenue Lost to Churn