

# Customer Segmentation & Churn Analysis Dashboard

Total Customers  
**7043**

Churned Customers  
**1869**

Churn Rate (%)  
**26.54%**

Avg Monthly Charges  
**64.76**

## PaymentMethod

Electronic check

Mailed check

Bank transfer

Credit card

## InternetService

Fiber optic

DSL

No

## Tenure Group

37+ Months

0-12 Months

13-36 Months

## Contract

Month-to-month

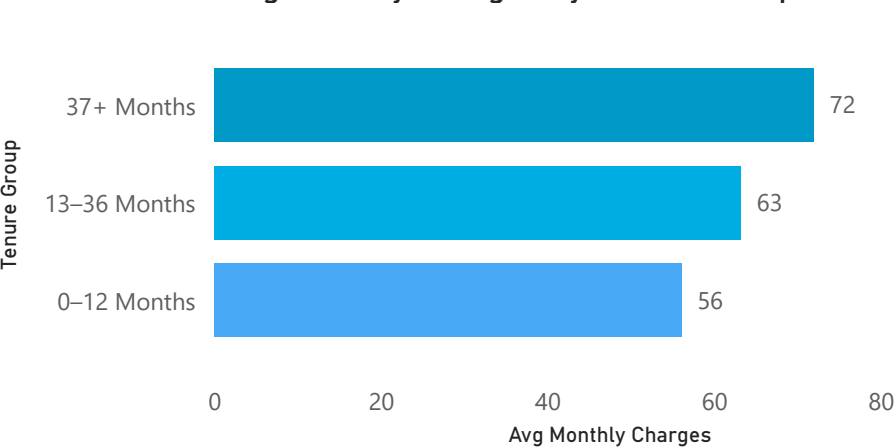
Two year

One year

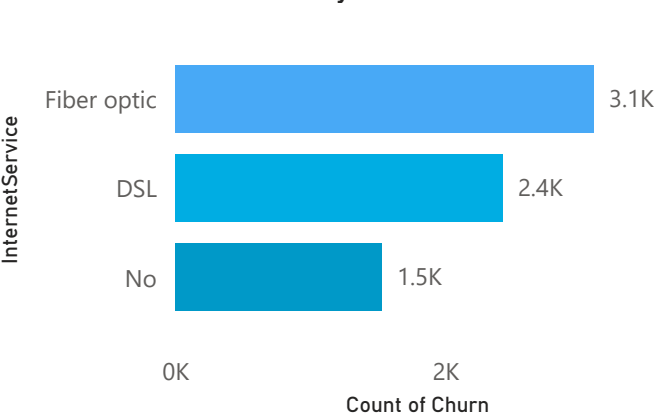
Male

Female

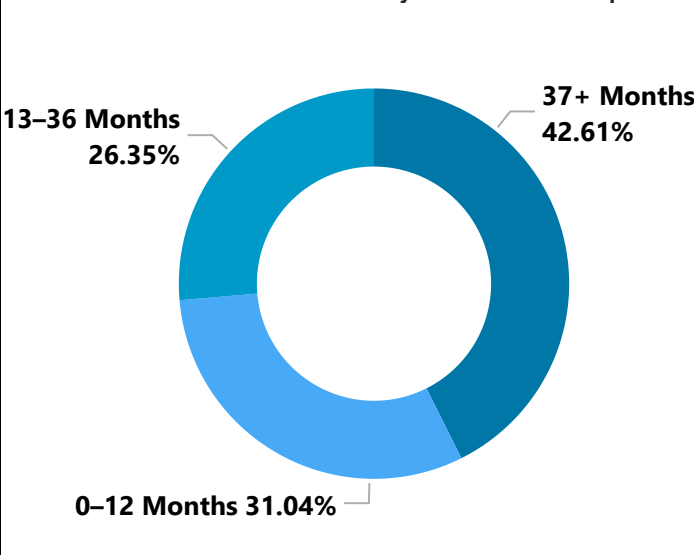
Avg Monthly Charges by Tenure Group



Count of Churn by InternetService

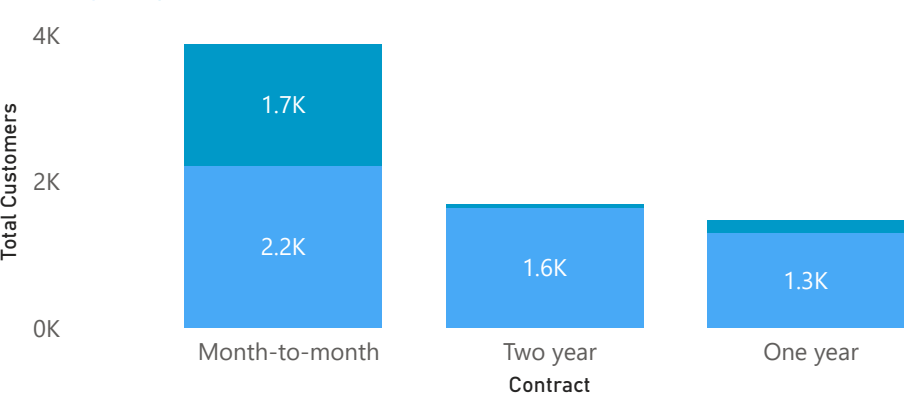


Total Customers by Tenure Group

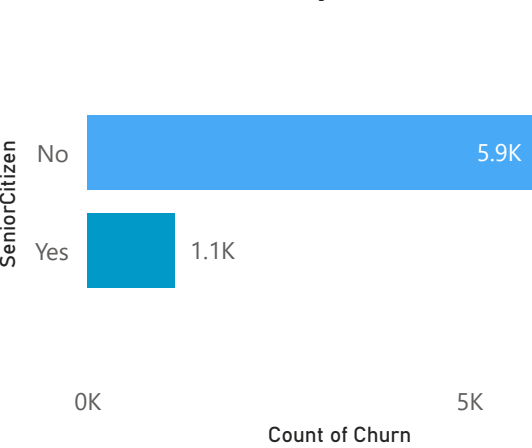


Total Customers by Contract and Churn

Churn ● No ● Yes



Count of Churn by SeniorCitizen



Churned Customers by PaymentMethod

