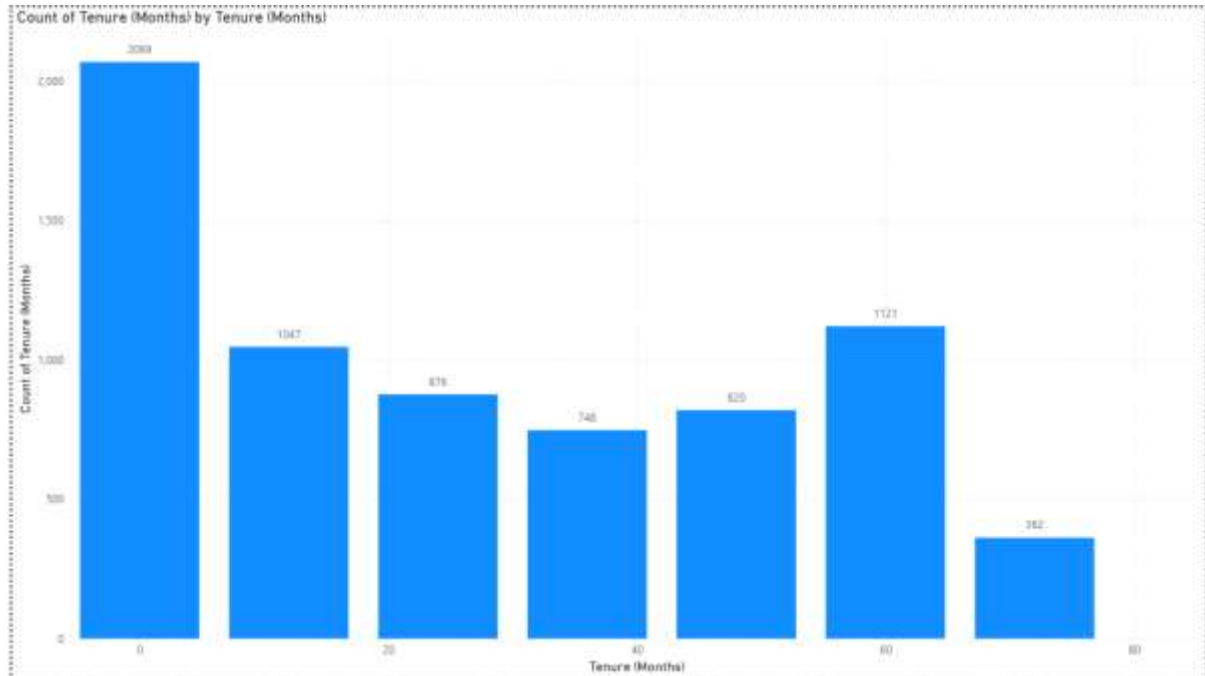
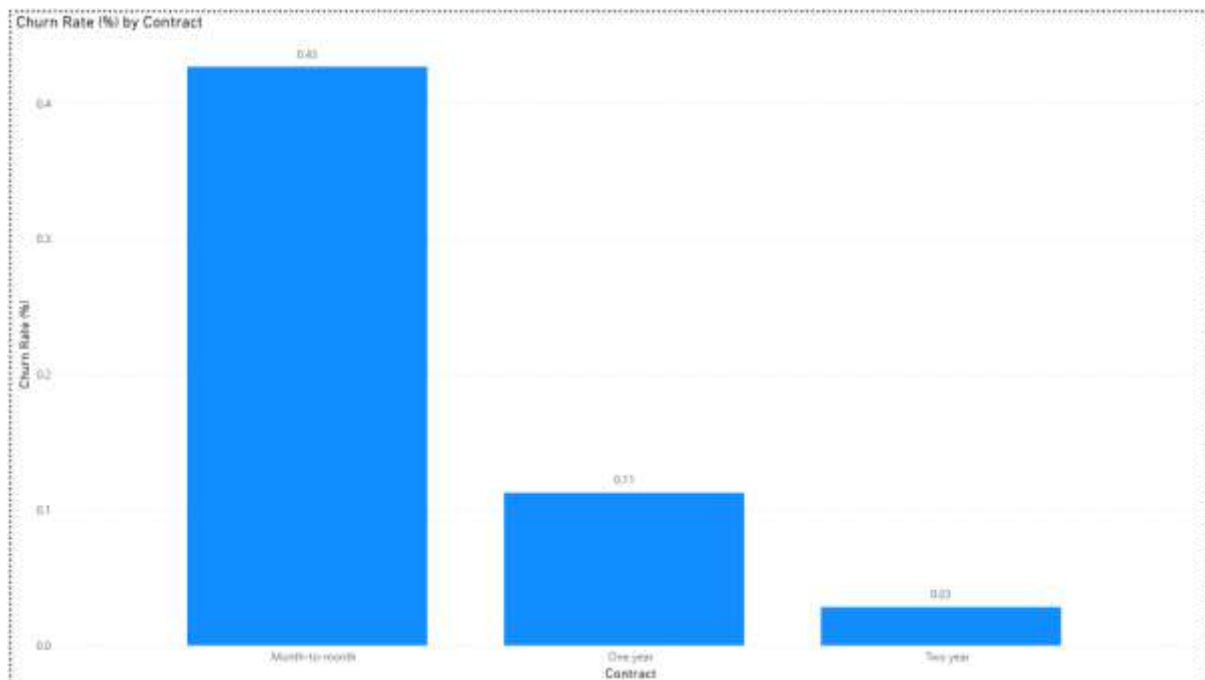


# Telecom Customer Churn Analysis

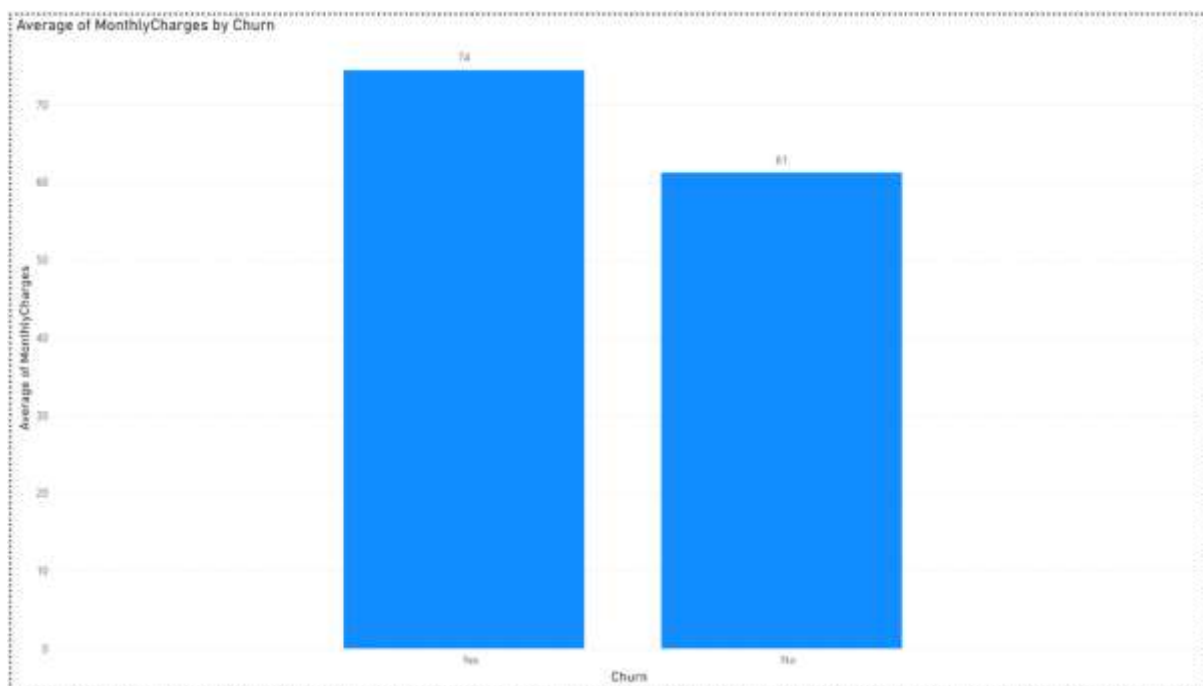
Q1. Analyze the distribution of customer tenure. What trends do you observe?



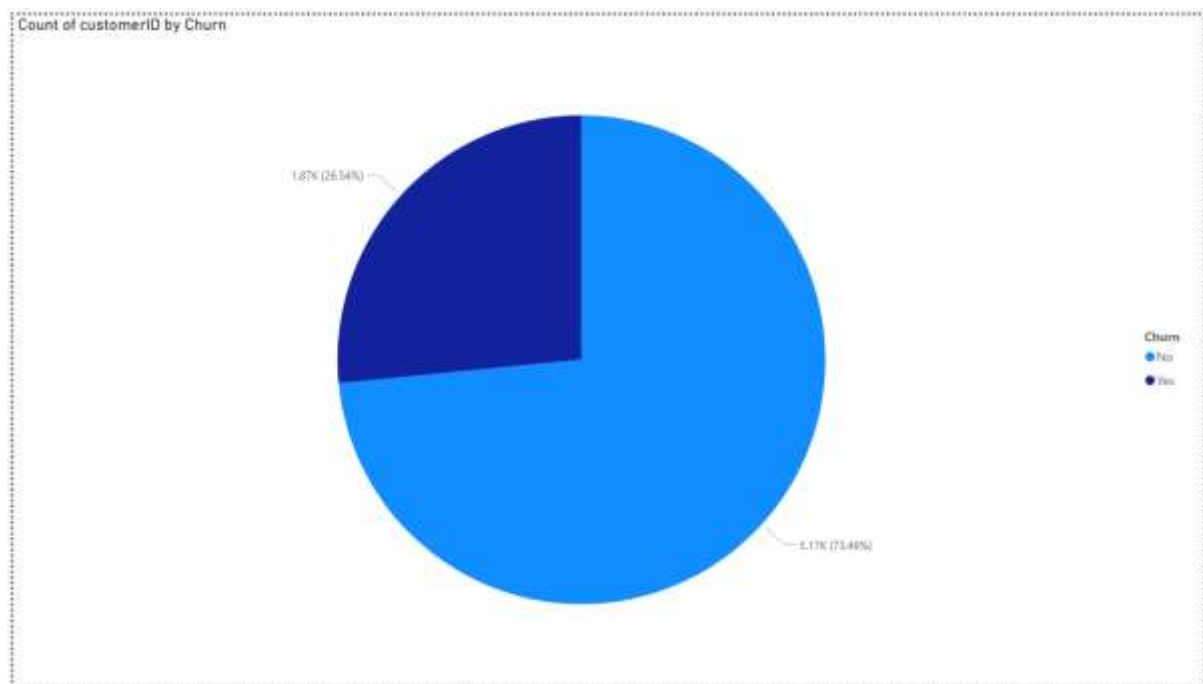
Q2. Which contract types show the highest churn rate?



### Q3. Are monthly charges related to customer churn?



### Q4. Perform univariate analysis on churn status.



**Q5. Create a DAX measure to calculate Churn Rate.**

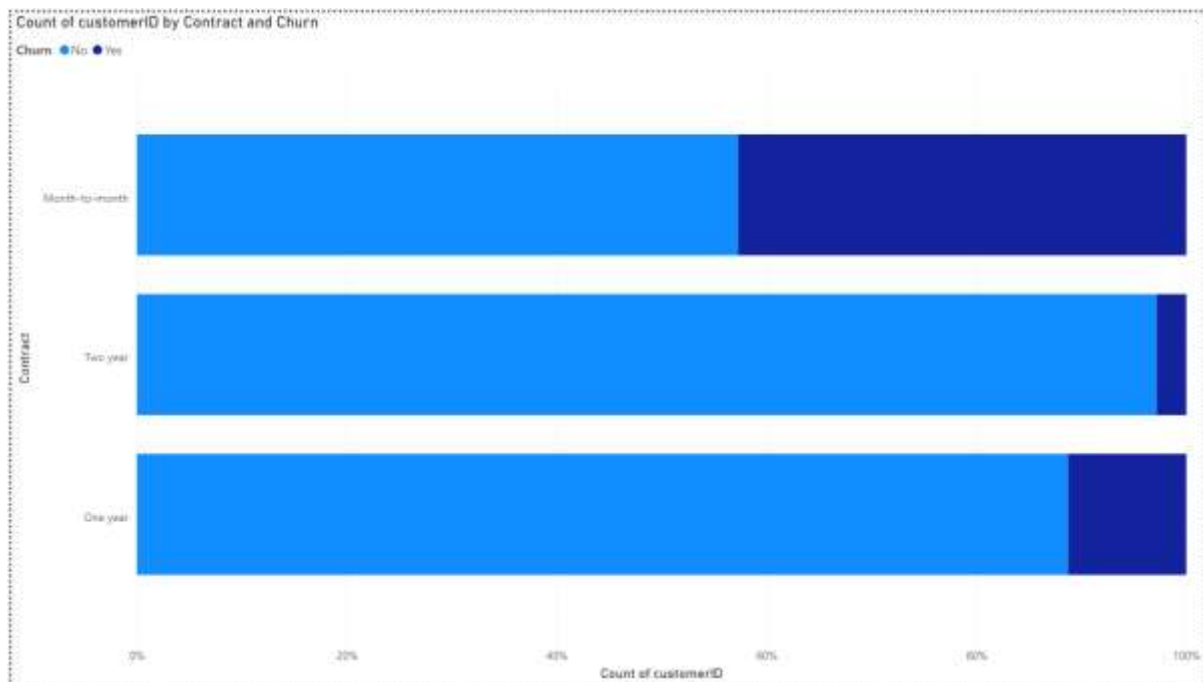
**Churn Rate (%) =**

```
DIVIDE (
    CALCULATE (COUNTROWS ( 'WA_Fn-UseC_-Telco-Customer-Churn' ) ,
        'WA_Fn-UseC_-Telco-Customer-Churn' [Churn] = "Yes" ) ,
    COUNTROWS ( 'WA_Fn-UseC_-Telco-Customer-Churn' ) ,
    0
)
```

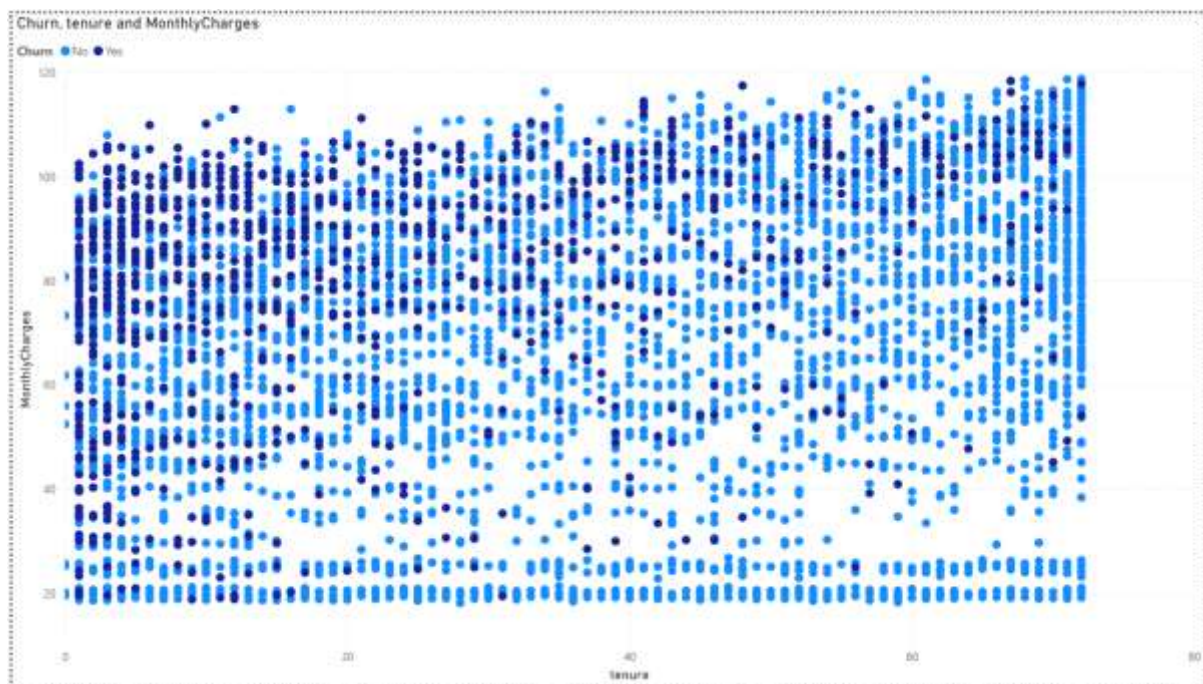
**Q6. Use slicers to analyze churn by gender and contract type.**



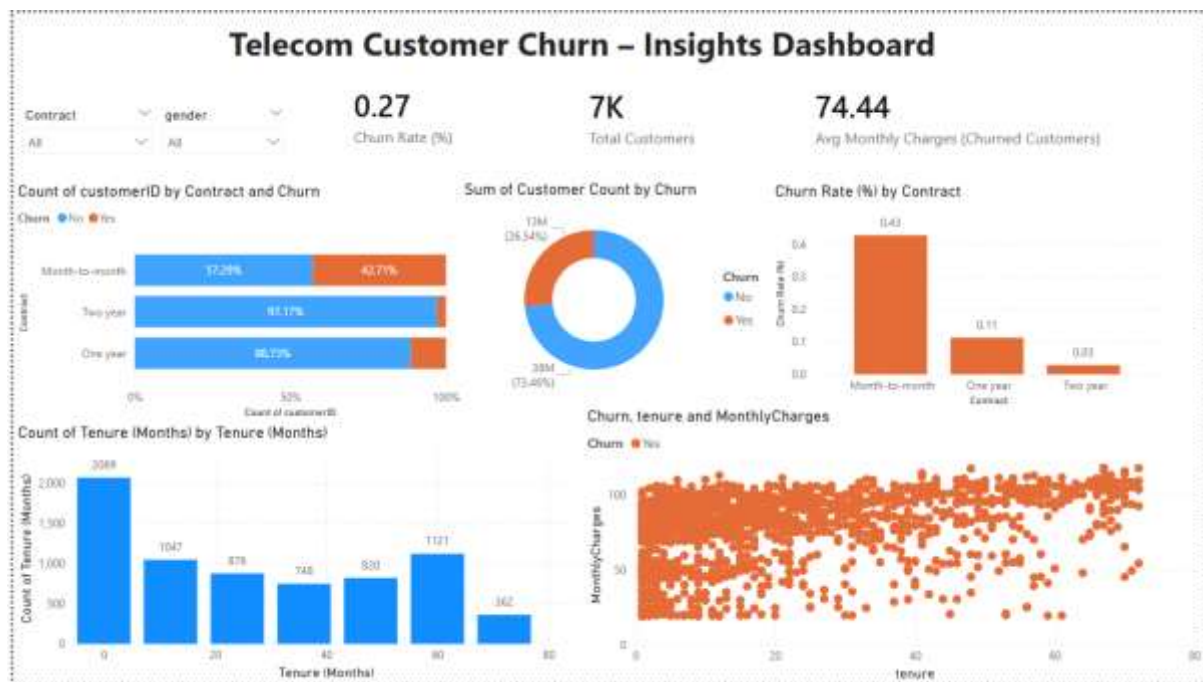
**Q7. Identify key churn drivers using visualization patterns.**



**Q8. Which customer segment requires immediate retention strategies?**



## Q9. How can churn insights influence business decisions?



### Telecom Customer Churn – Summary

- The analysis shows an overall churn rate of ~27%, indicating a significant customer retention challenge.
- Month-to-month contracts have the highest churn, while one-year and two-year contracts show much lower churn, making contract type the strongest churn driver.
- Churned customers pay higher monthly charges on average, suggesting that higher cost increases dissatisfaction and churn risk.
- Tenure distribution reveals that customers with shorter tenure churn more, while long-tenure customers are more stable.
- Scatter analysis confirms a positive relationship between tenure and monthly charges, with churn more concentrated among high-charge, low-tenure customers.
- Slicers (gender, contract) enable targeted analysis but show contract type is more impactful than gender.
- The dashboard uses intentional color coding (orange = churn risk, blue = retained) to clearly highlight insights.
- High-risk segment: Month-to-month customers with high monthly charges and low tenure. Business impact: Insights support proactive retention strategies such as contract upgrades, targeted discounts, and early-tenure engagement to reduce churn.