



Customer Churn Overview Dashboard



2K
Churned Customers

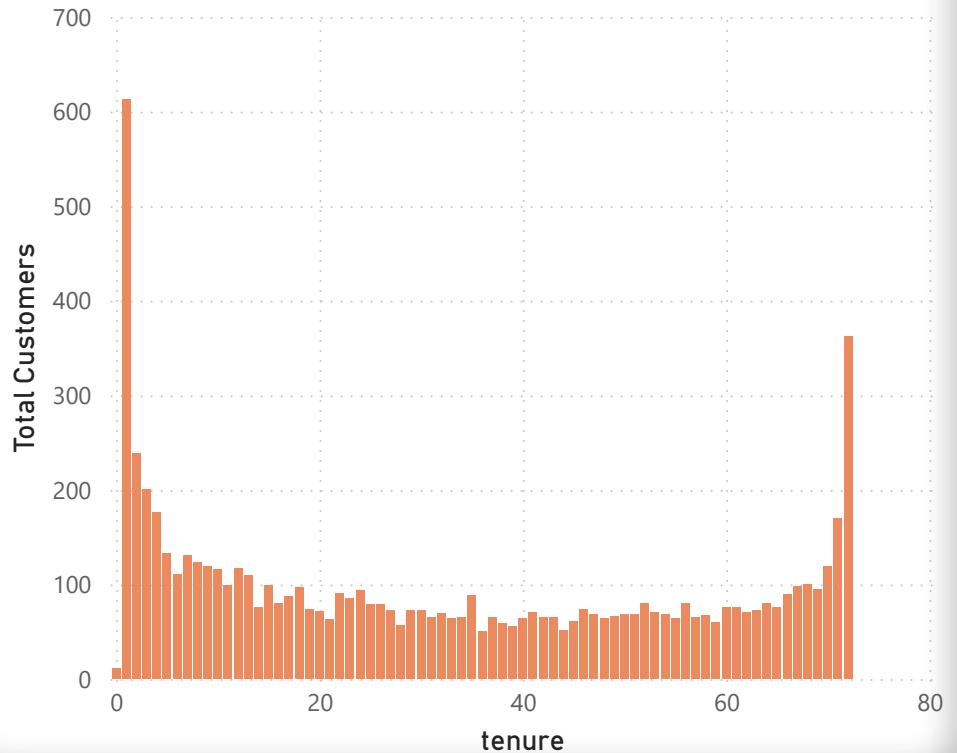
0.27
Churn Rate (%)

32.37
Average Tenure

7K
Total Customers

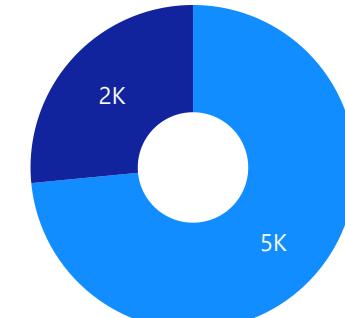
gender
Female
Male

Total Customers by tenure



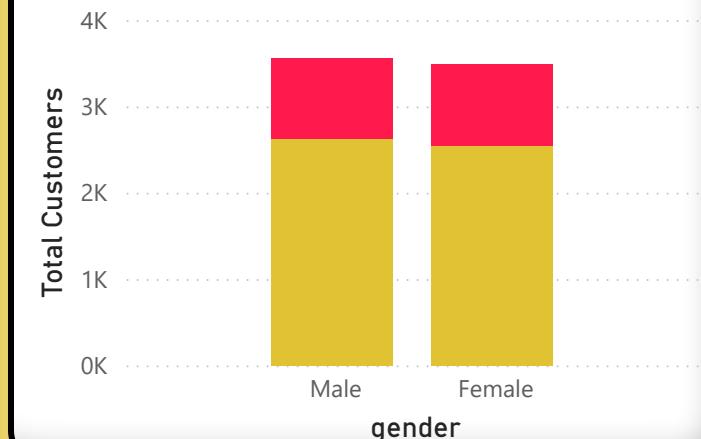
Total Customers by Churn

Churn ● No ● Yes



Total Customers by gender and Churn

Churn ● No ● Yes



At 613, 1 had the highest Total Customers and was 5,472.73% higher than 0, which had the lowest Total Customers at 11.

1 had the highest Total Customers at 613, followed by 72 and 2. 0 had the lowest Total Customers at 11.



Churn Drivers & Performance Analysis



74

Avg Monthly...

32.37

Avg Tenure

InternetService

DSL

Fiber optic

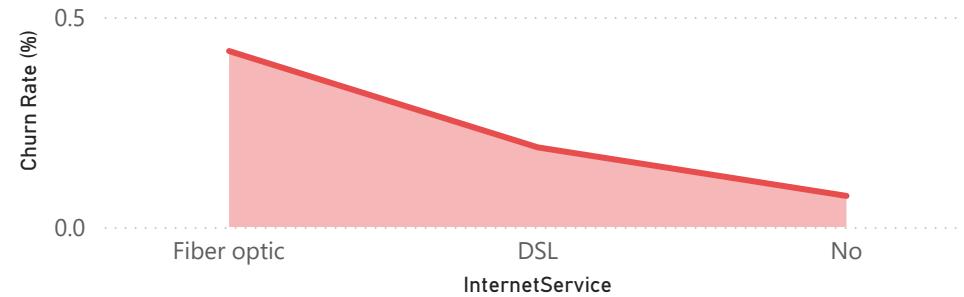
No

gender

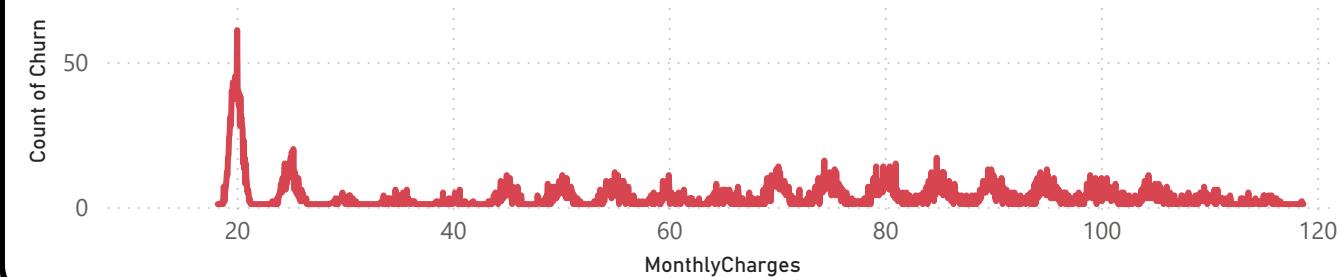
Female

Male

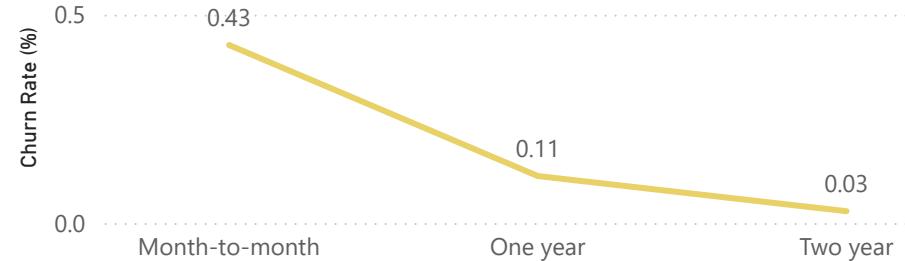
Churn Rate (%) by InternetService



Count of Churn by MonthlyCharges



Churn Rate (%) by Contract



Churned Customers by Contract

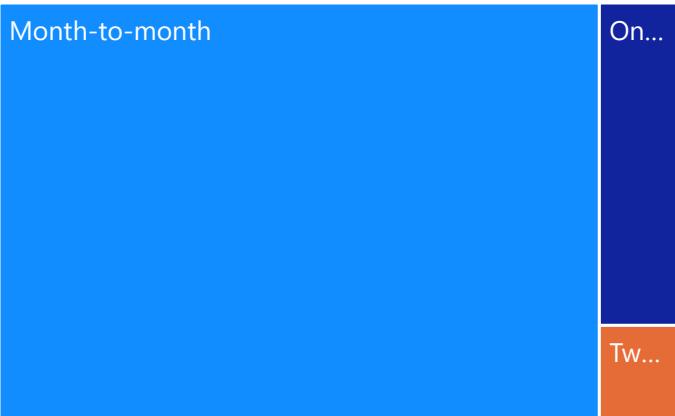




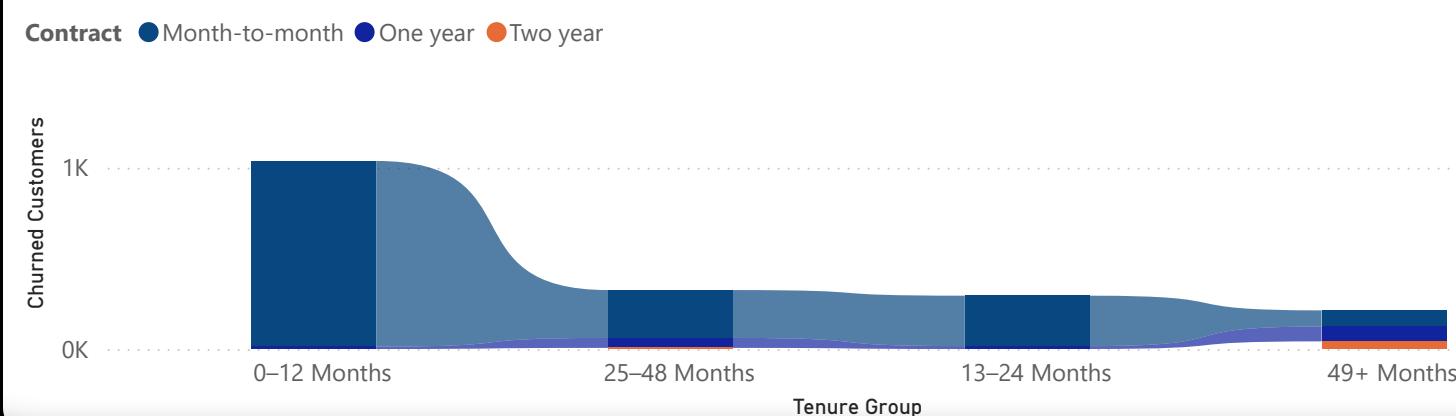
Churn Journey & Decision



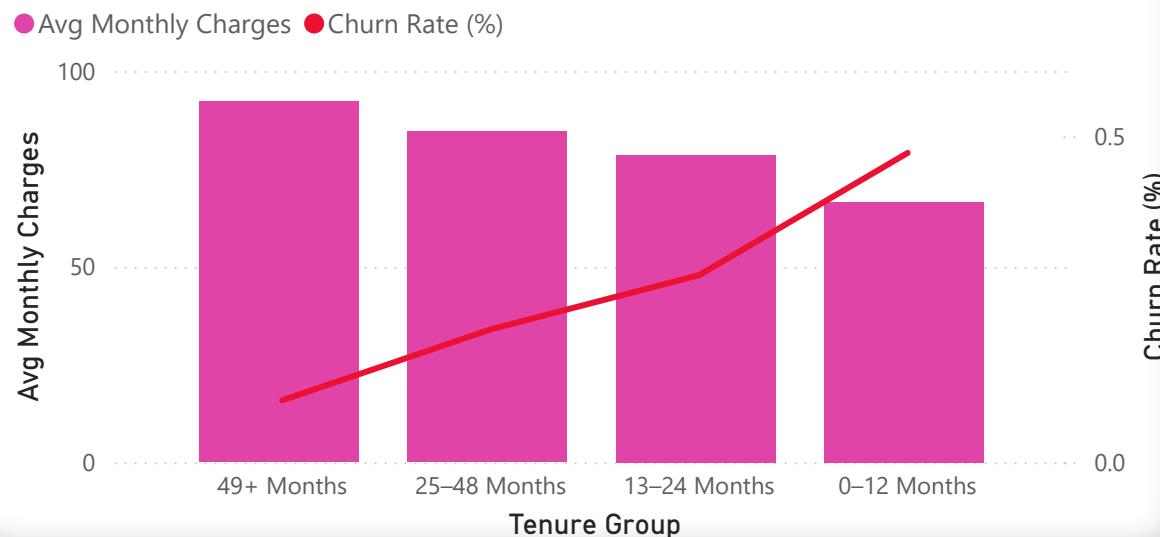
Churned Customers by Contract



Churned Customers by Tenure Group and Contract



Avg Monthly Charges and Churn Rate (%) by Tenure Group



Contract	Avg Monthly Charges	InternetService	Tenure Group	Churn Rate (%)
Month-to-month	46	DSL	0–12 Months	0.4
Month-to-month	83	Fiber optic	0–12 Months	0.7
Month-to-month	20	No	0–12 Months	0.2
Month-to-month	50	DSL	13–24 Months	0.2
Month-to-month	89	Fiber optic	13–24 Months	0.5
Month-to-month	21	No	13–24 Months	0.1
Month-to-month	49	DSL	25–48 Months	0.1
Month-to-month	92	Fiber optic	25–48 Months	0.4
Month-to-month	20	No	25–48 Months	0.0
Month-to-month	49	DSL	49+ Months	0.1
Month-to-month	96	Fiber optic	49+ Months	0.2
Total				0.2
Total				74