

TELECOM CUSTOMER CHURN DASHBOARD

Customer Churn
Dashboard

Retention Strategy
Dashboard

Insights & Business
Recommendations

Total Customers

7043

Total Churned
Customers

1869

Overall Churn
Rate%

27%

Average Monthly
Charges

64.76

Average
Customer Tenure

32.37

Gender

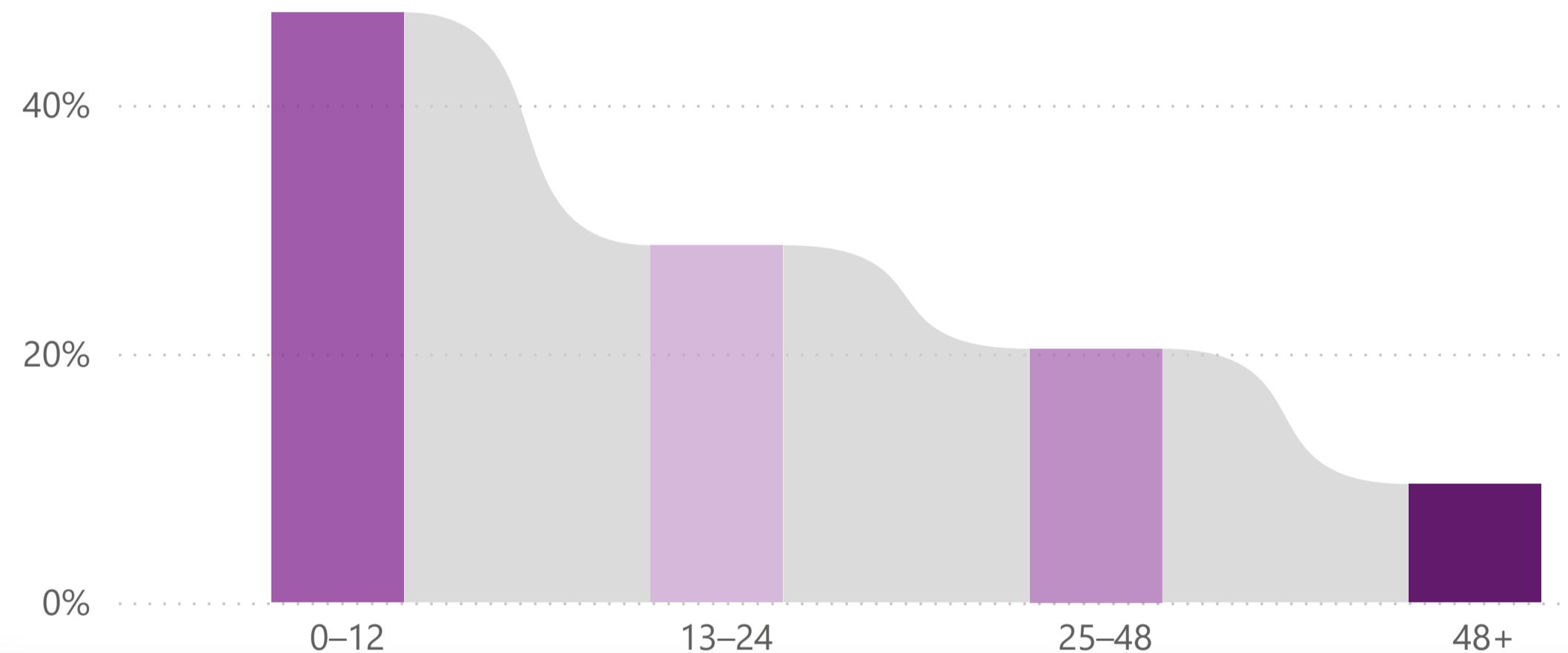
Female

Male

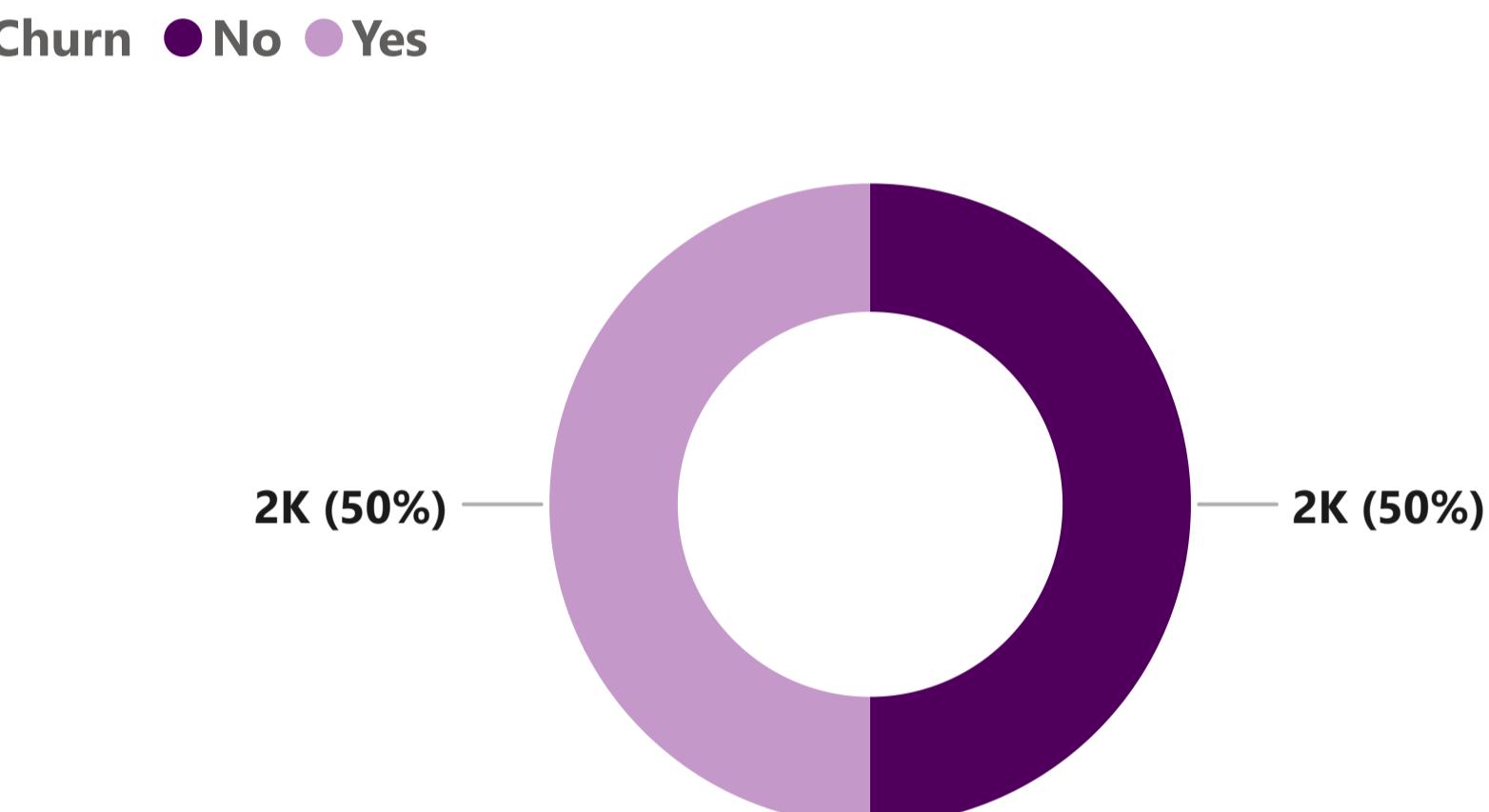
Contract Type

All

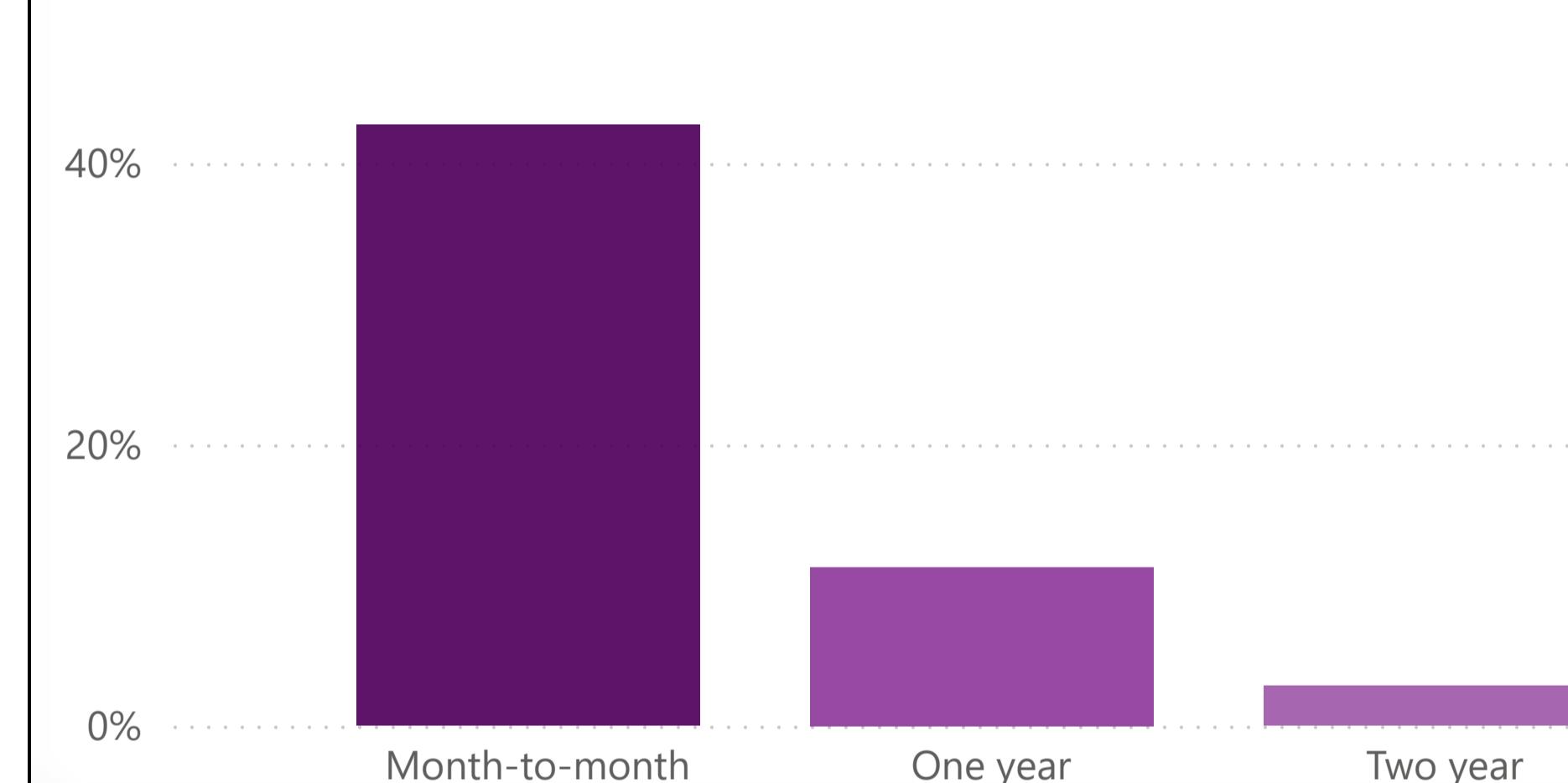
Churn Rate (%) Across Customer Tenure Groups



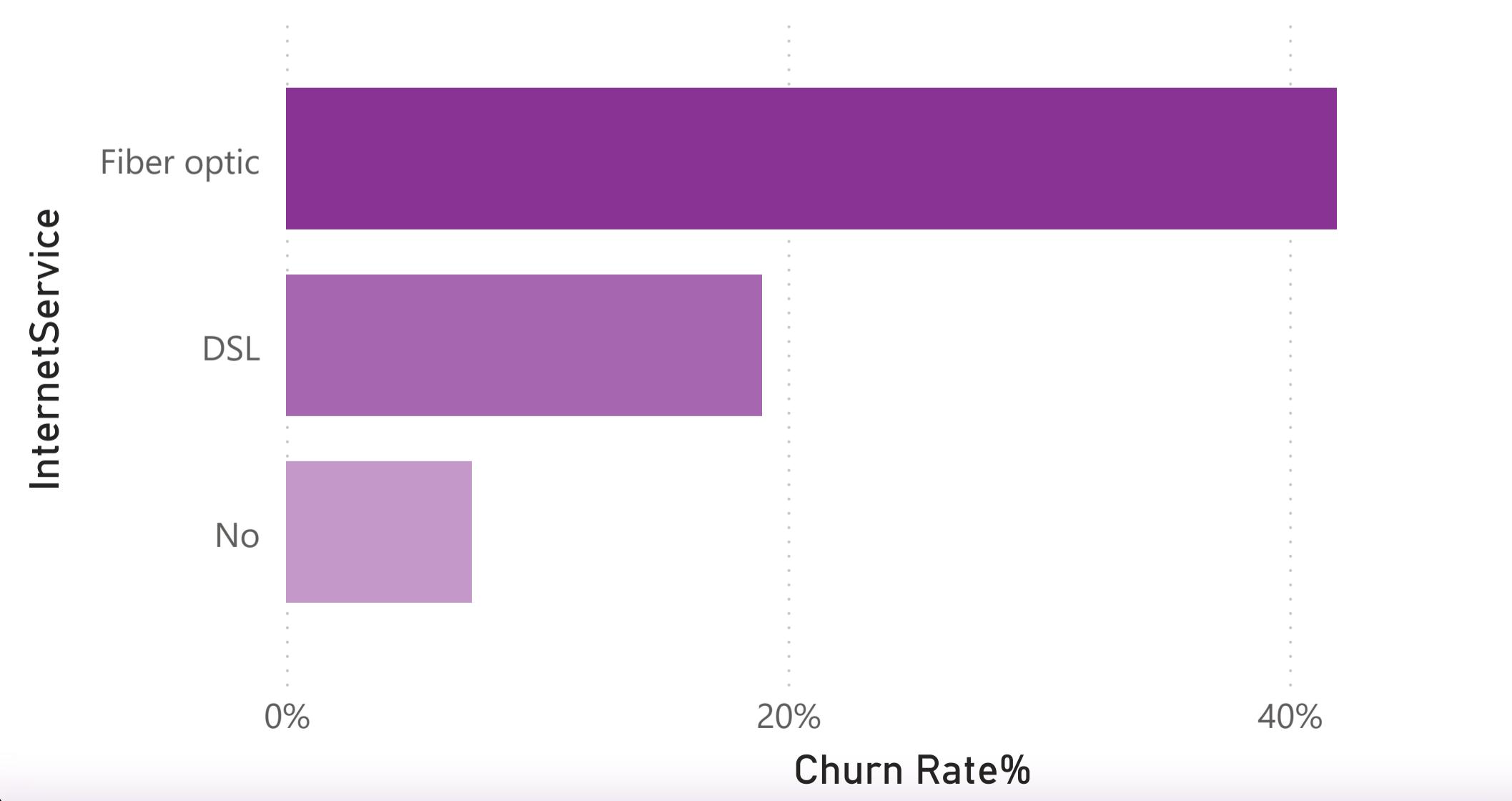
Customer Distribution: Churned vs Retained



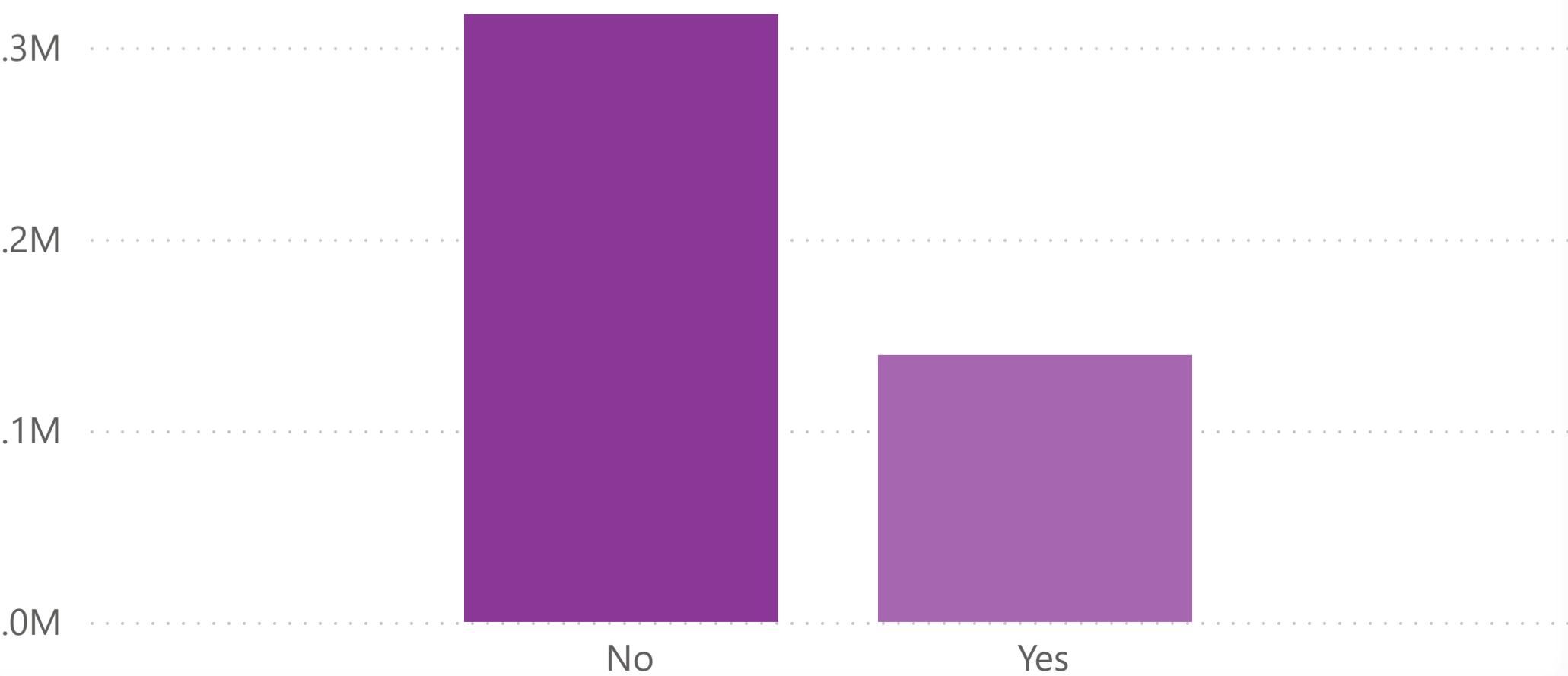
Churn Rate (%) by Contract Type



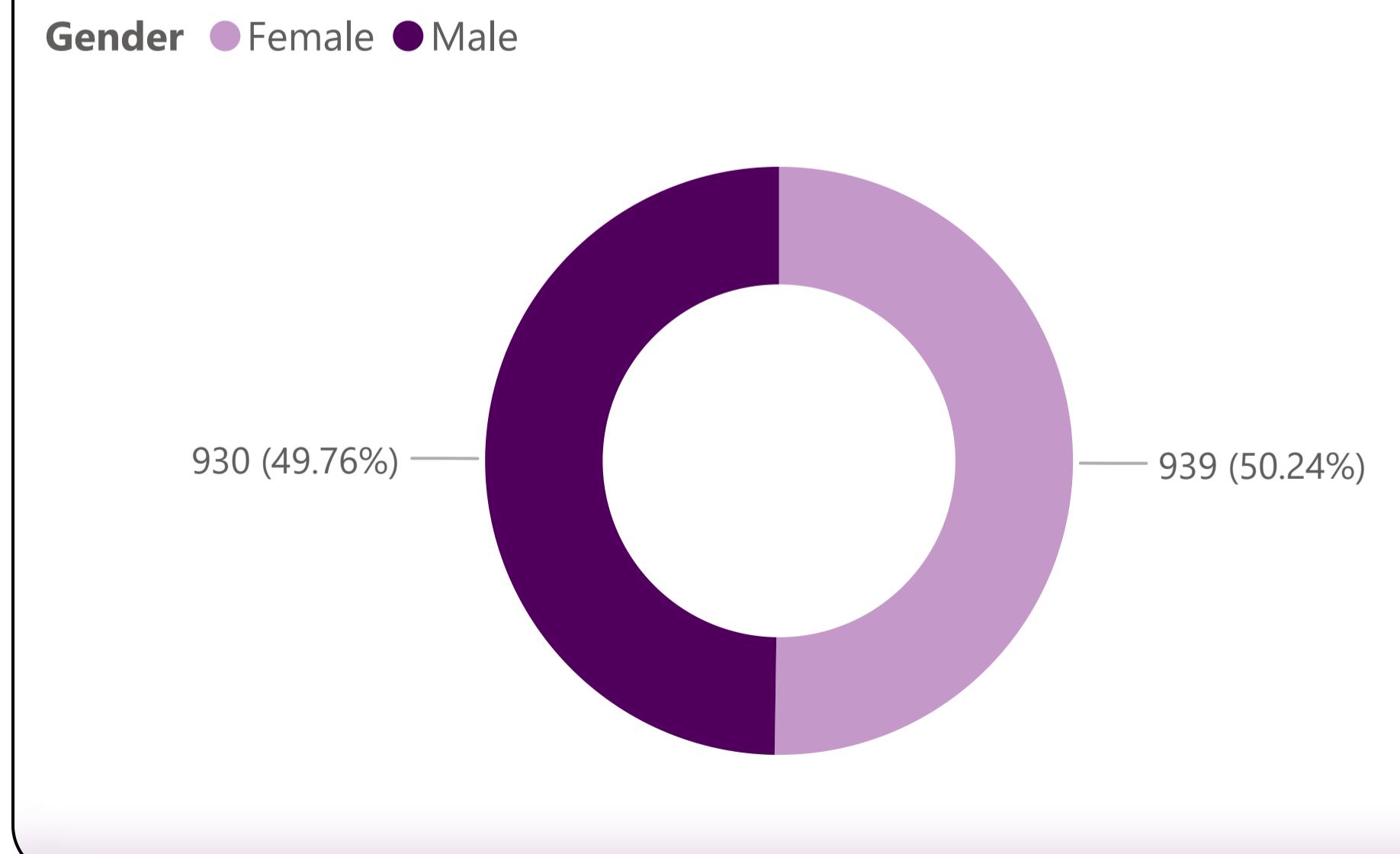
Churn Rate (%) by Internet Service Type



Monthly Charges Comparison: Churned vs Retained Customers



Churn Distribution by Gender



RETENTION STRATEGY DASHBOARD

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High-Risk Customers

1037

Churn Revenue Loss

0.14M

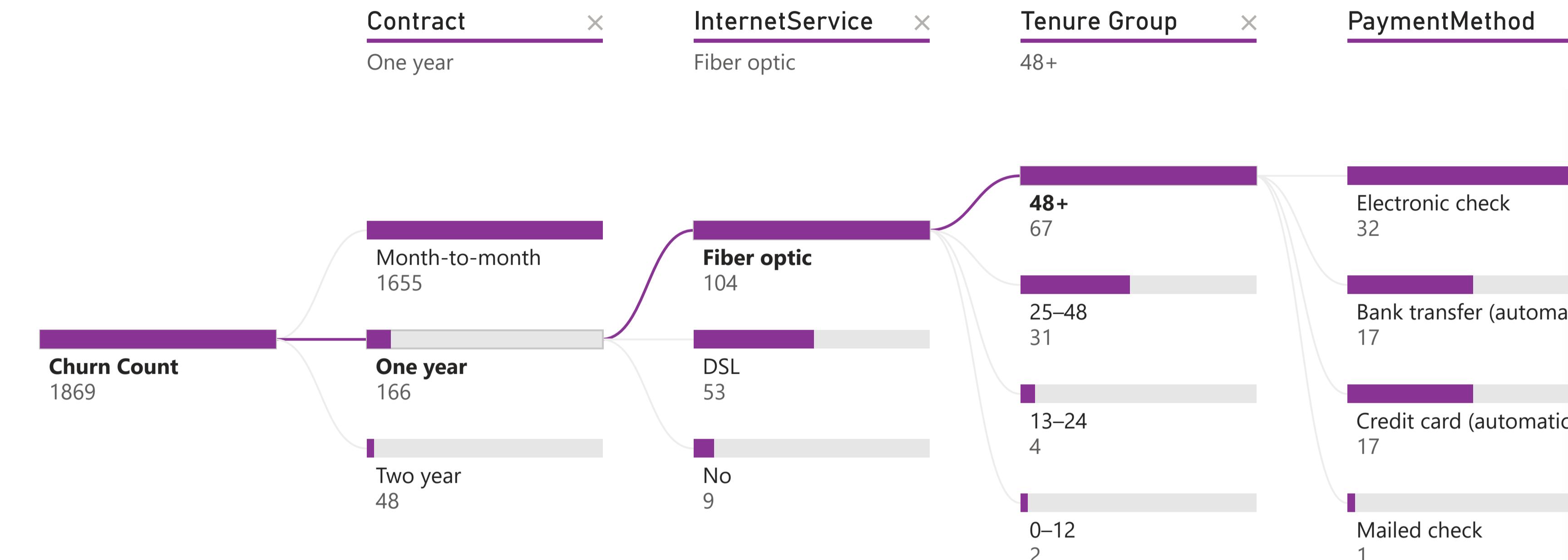
Avg Charges of
Churned Customers

74

Retention
Opportunity %

15%

Churn Drivers Breakdown



Gender

Female

Male

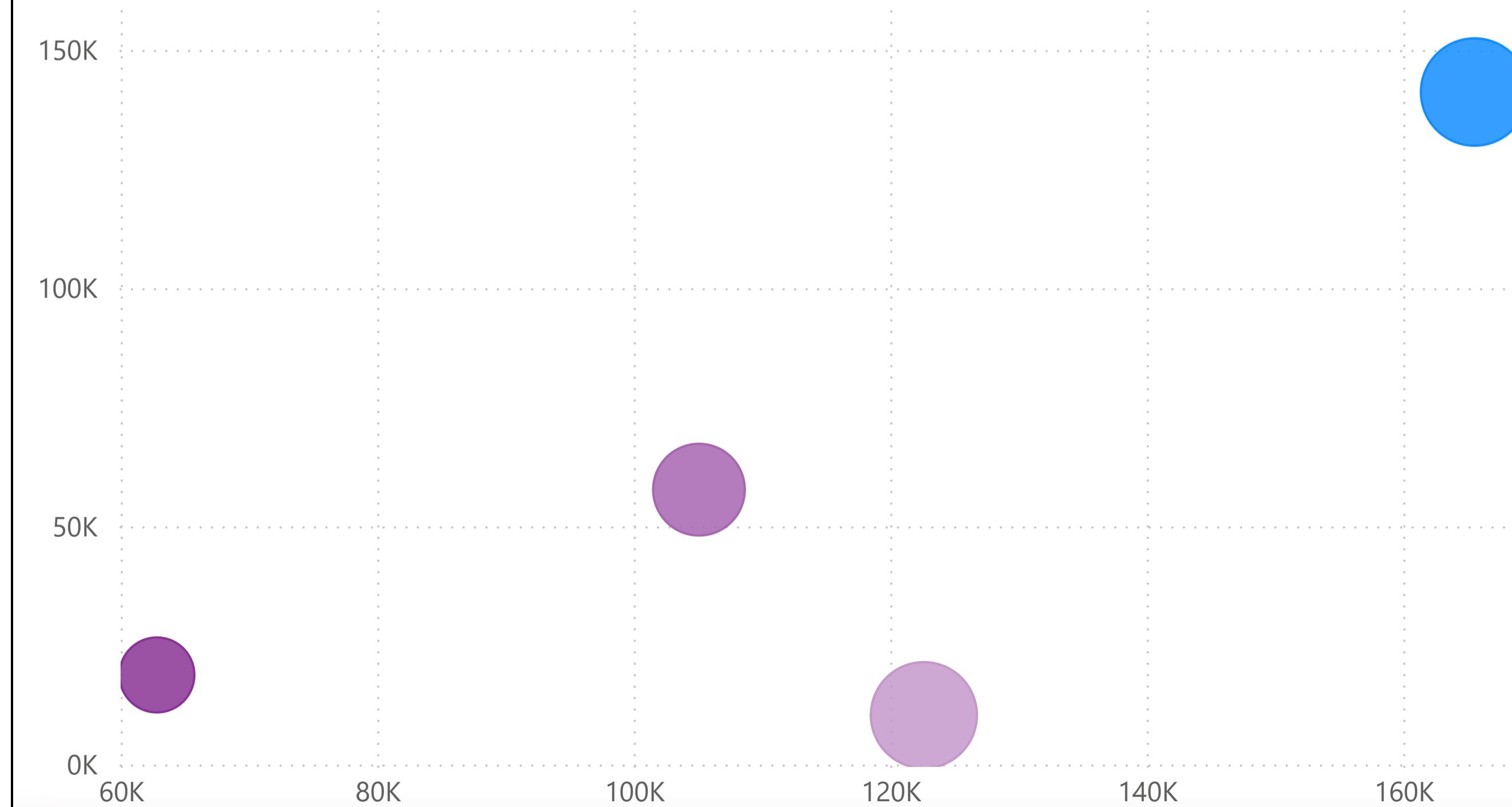
Contract Type

All

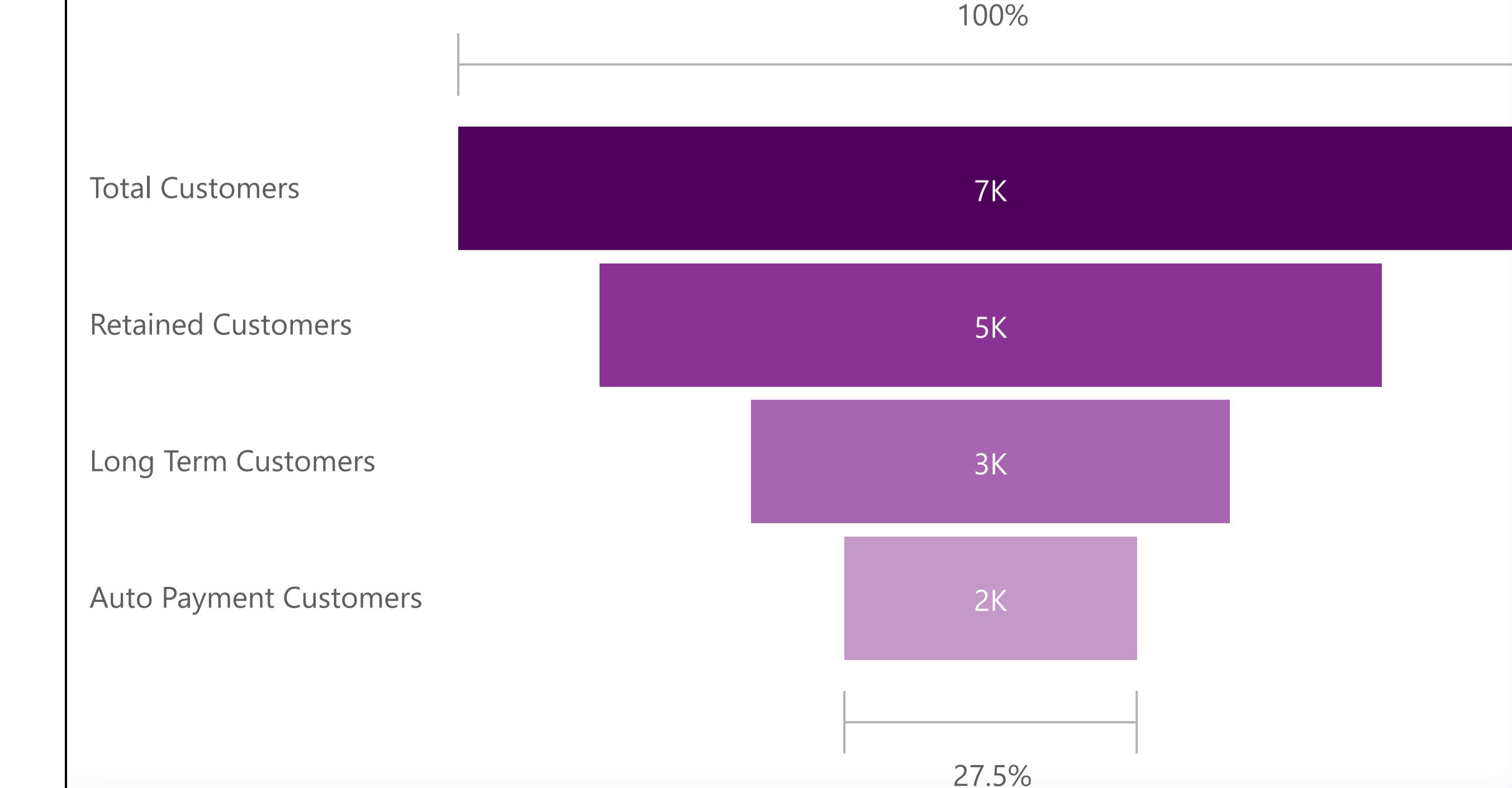
Churn Rate (%) by Payment Method and Internet Service

PaymentMethod	DSL	Fiber optic	No	Total
Credit card (automatic)	12.12%	25.29%	2.72%	15.24%
Bank transfer (automatic)	9.36%	28.95%	5.42%	16.71%
Mailed check	20.72%	42.64%	9.58%	19.11%
Electronic check	31.94%	53.23%	12.30%	45.29%
Total	18.96%	41.89%	7.40%	26.54%

Churn Rate vs Monthly Charges by Internet Service Type



Customer Retention Funnel



INSIGHTS & BUSINESS RECOMMENDATIONS

Customer Churn Dashboard

Retention Strategy Dashboard

Insights & Business Recommendations

Customer Tenure Analysis

Content:

- Highest churn in **0–12 months tenure**
- Churn decreases as tenure increases
- 48+ months customers are most loyal**

Insight: Early lifecycle is the **critical churn phase**

Monthly Charges vs Churn

Content:

- Churned customers have **higher avg charges**
- High-paying new users churn more
- Price sensitivity impacts retention

Insight: Pricing strategy influences churn risk

Churn Distribution Overview

Content:

- Overall churn rate: **27%**
- ~1 in 4 customers leave
- Significant revenue impact

Insight: Small churn reduction = big revenue gain

Contract-wise Churn Pattern

Content:

- Month-to-month contracts → highest churn**
- One-year contracts → moderate churn
- Two-year contracts → **lowest churn**

Insight: Long-term contracts improve retention

Primary Churn Drivers

Content:

- Short tenure customers
- Month-to-month contracts
- High monthly charges
- Manual payment methods

Insight: Behavioral factors drive churn

Retention Strategy & Impact

Content:

- Target high-risk segments early
- Promote long-term contracts
- Encourage auto-payment
- Offer pricing incentives

Insight: Data-driven actions reduce churn & revenue loss