

# 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

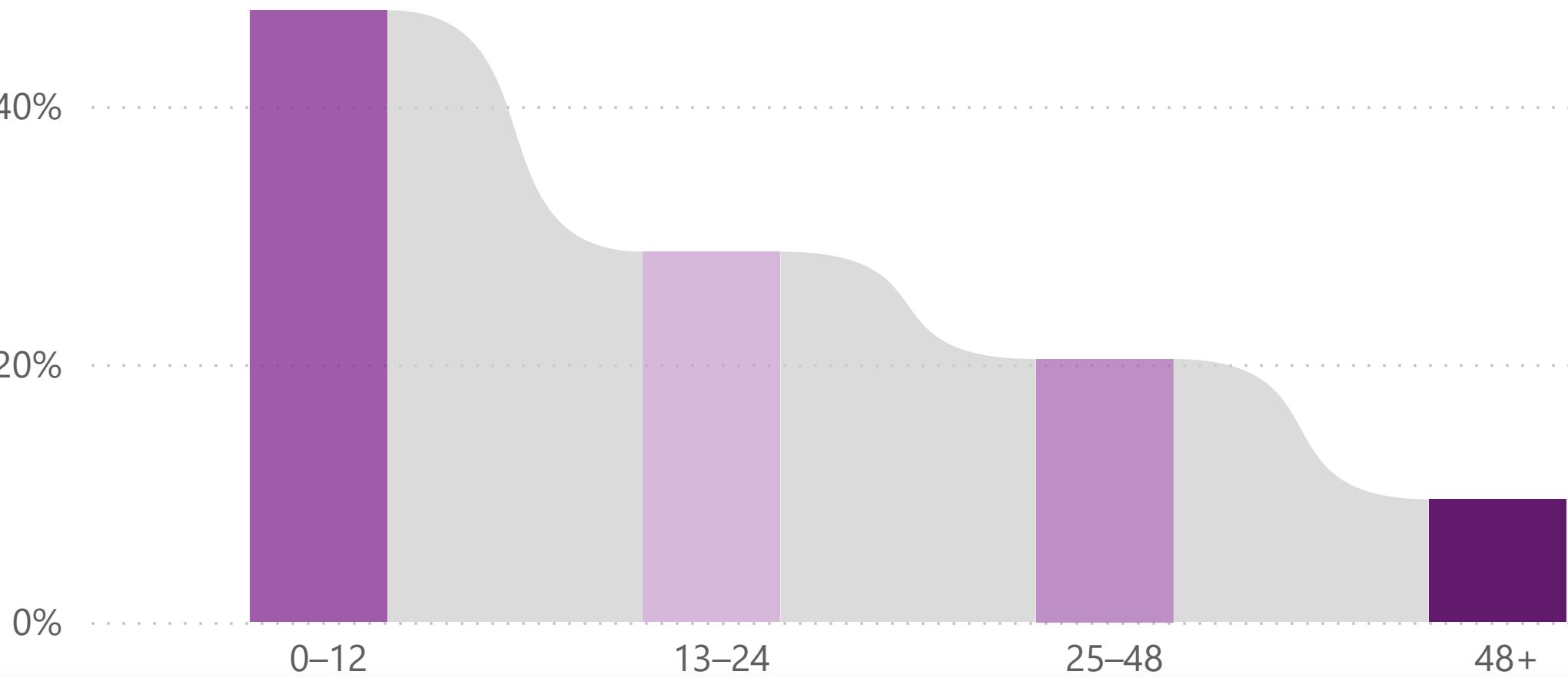
Male

Contract Type

All



Churn Rate (%) Across Customer Tenure Groups

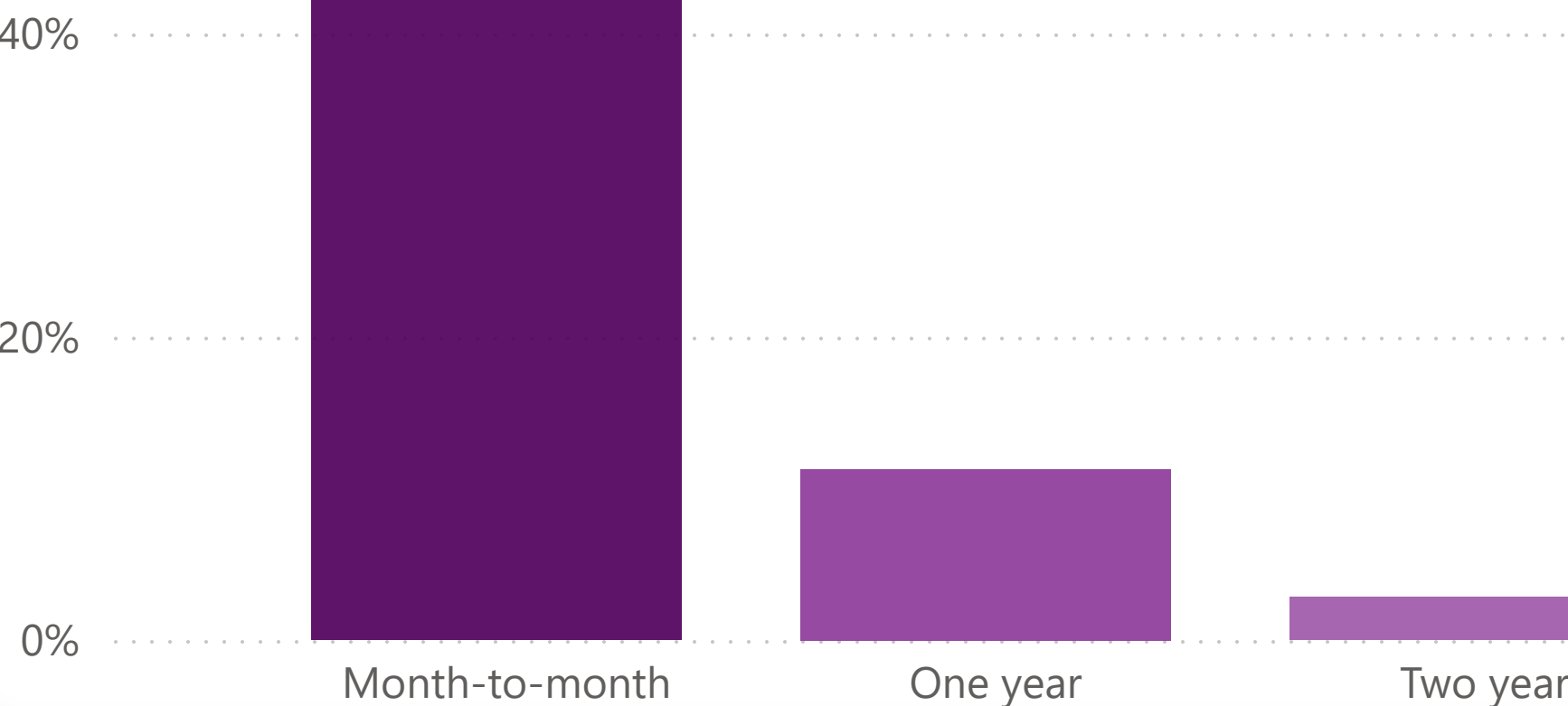


Customer Distribution: Churned vs Retained

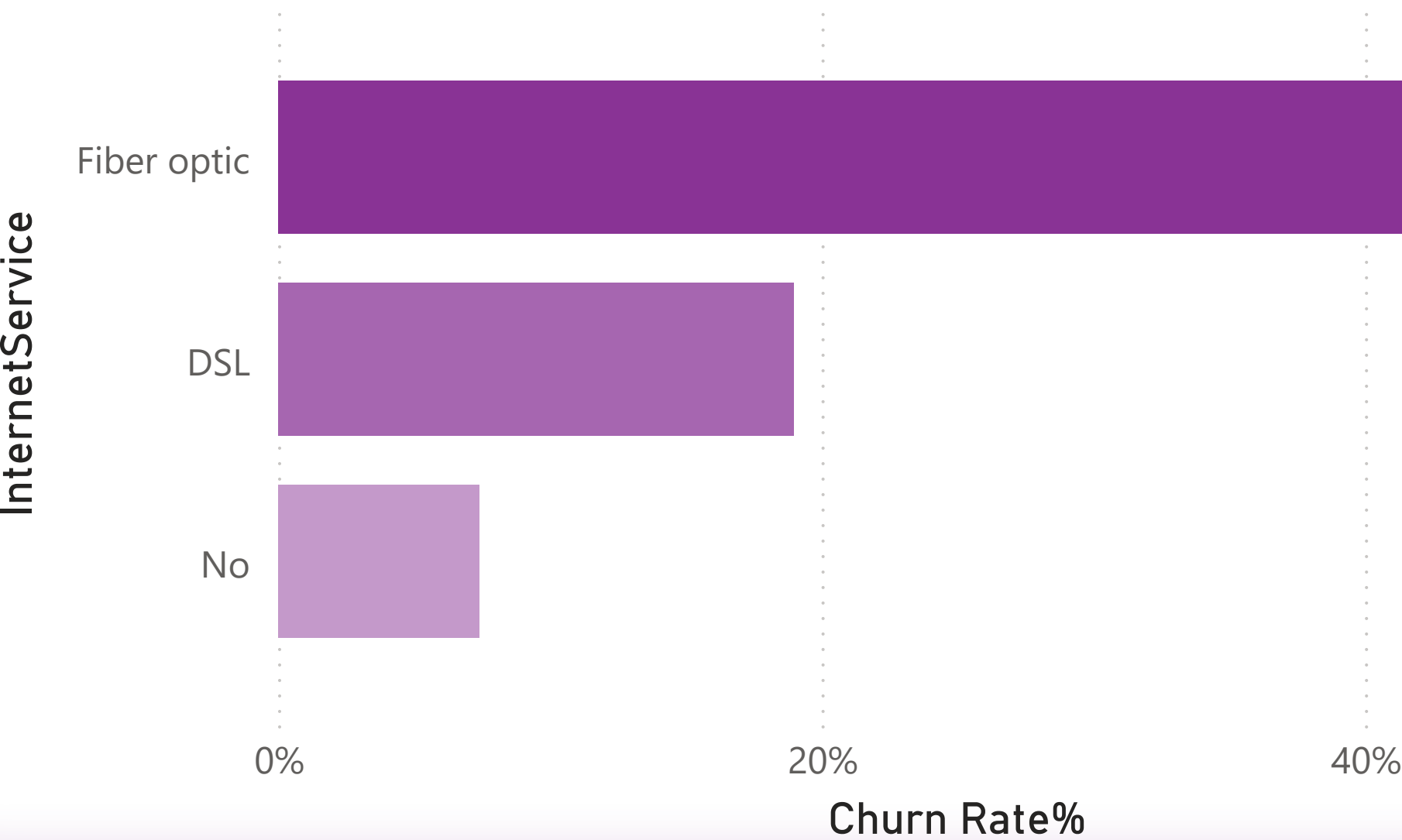
Churn ● No ● Yes



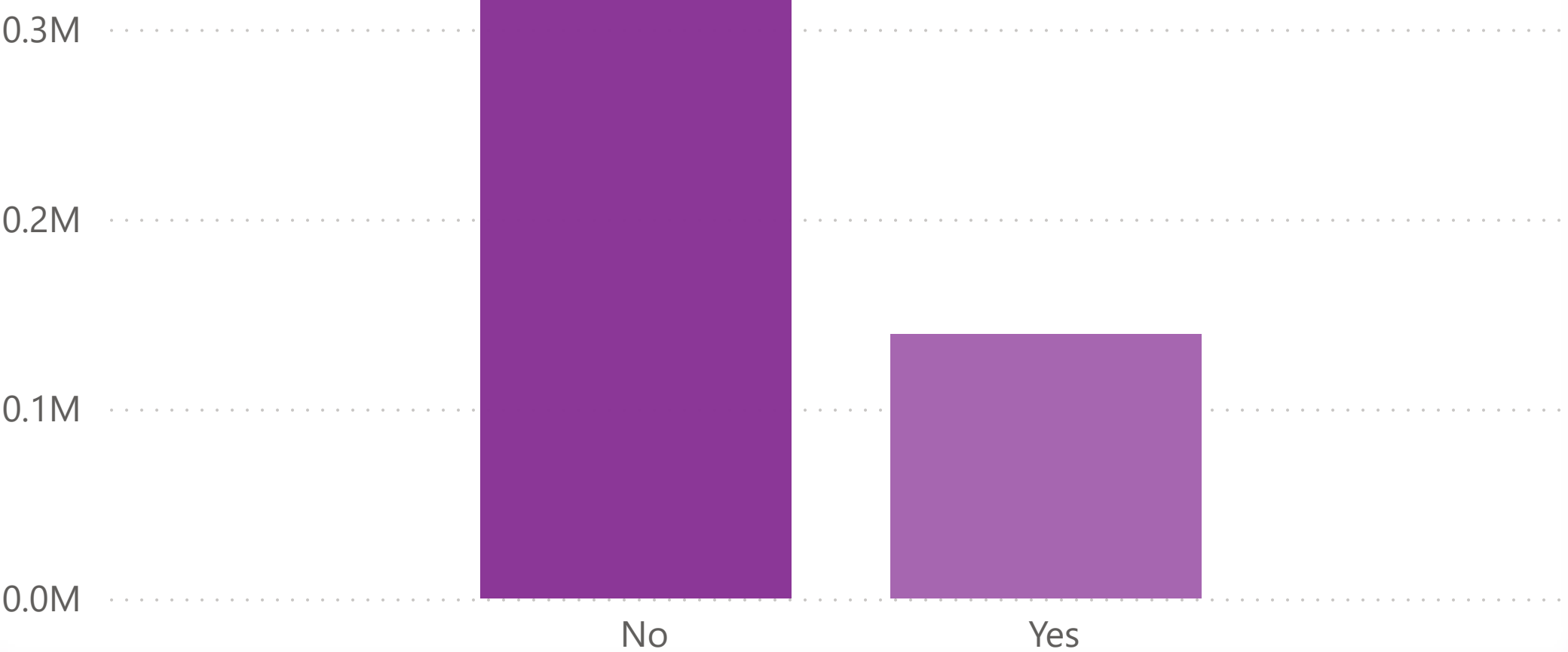
Churn Rate (%) by Contract Type



Churn Rate (%) by Internet Service Type



Monthly Charges Comparison: Churned vs Retained Customers



Churn Distribution by Gender

Gender ● Female ● Male



# RETENTION STRATEGY DASHBOARD

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High-Risk Customers

1037

Churn Revenue Loss

0.14M

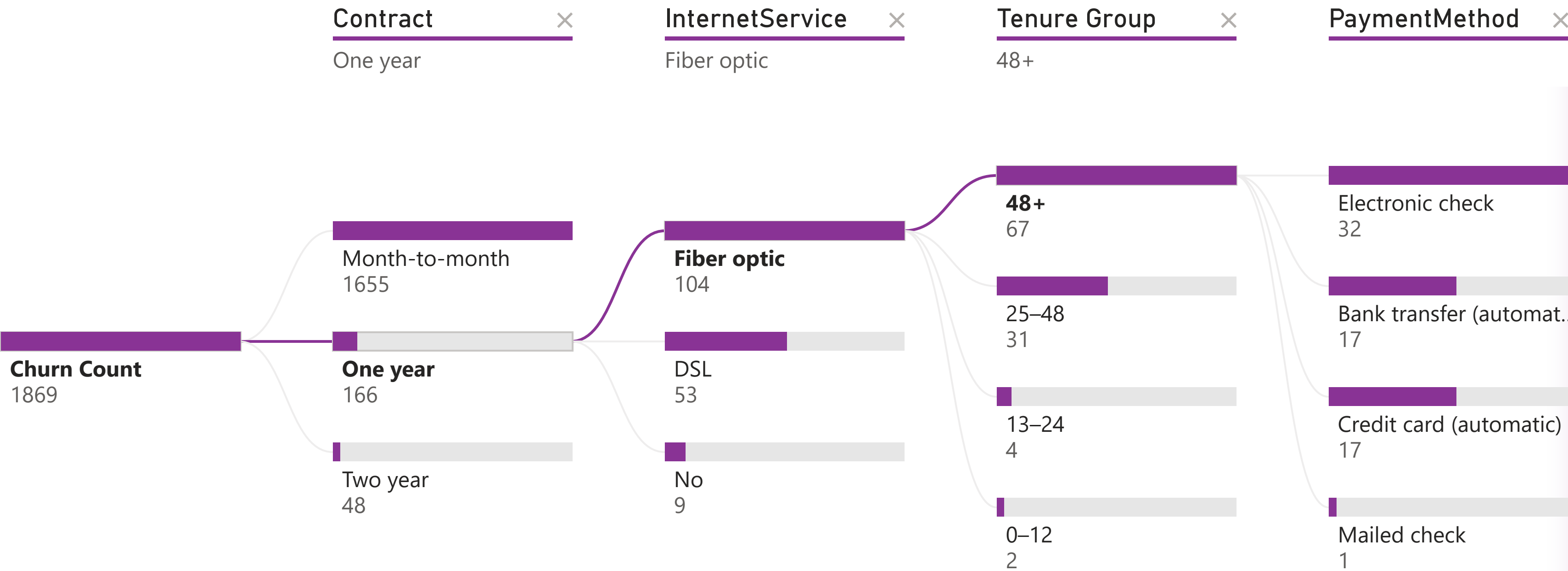
Avg Charges of  
Churned Customers

74

Retention  
Opportunity %

15%

## Churn Drivers Breakdown



Gender













Female

Male

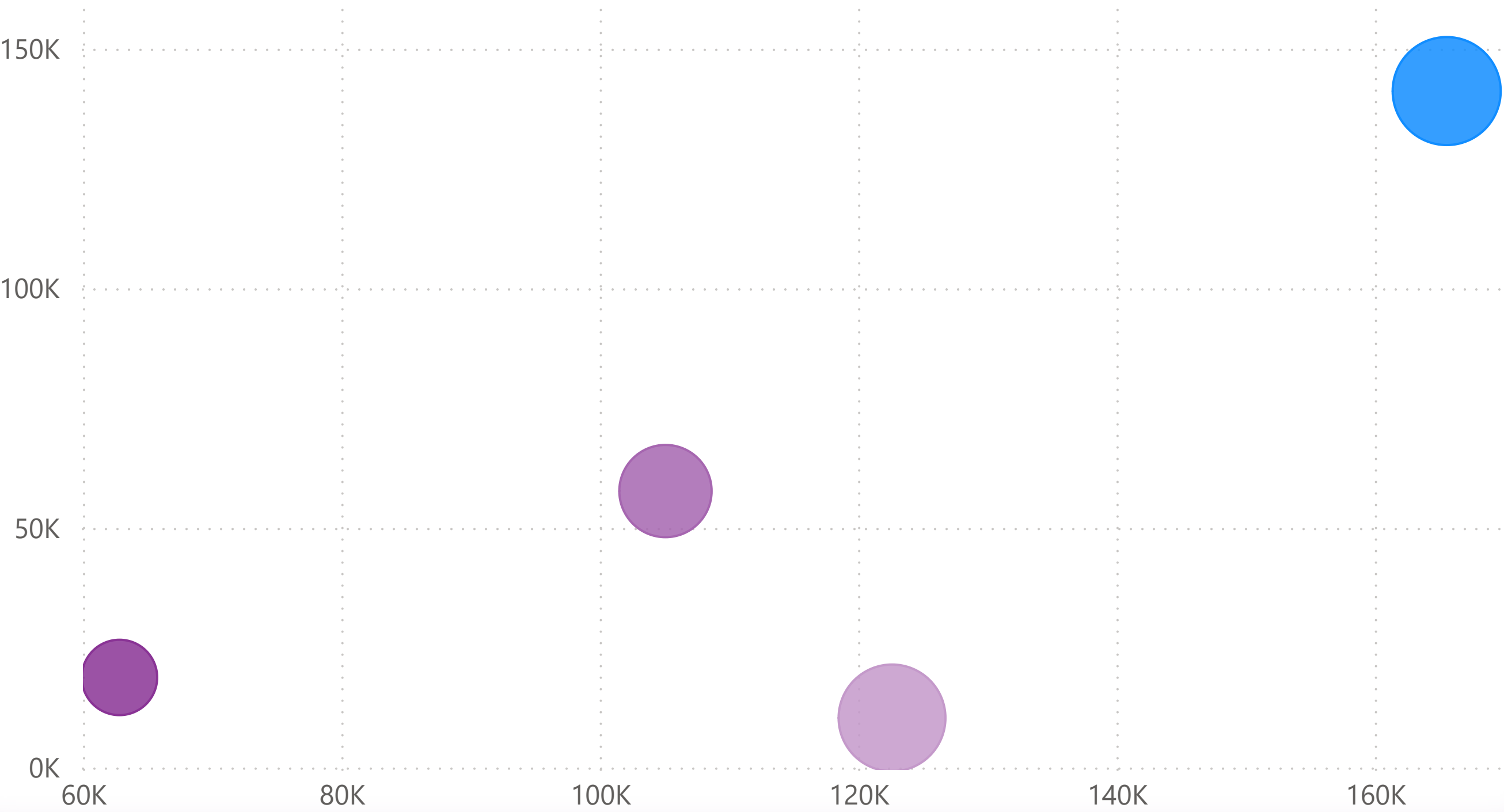
Contract Type

All

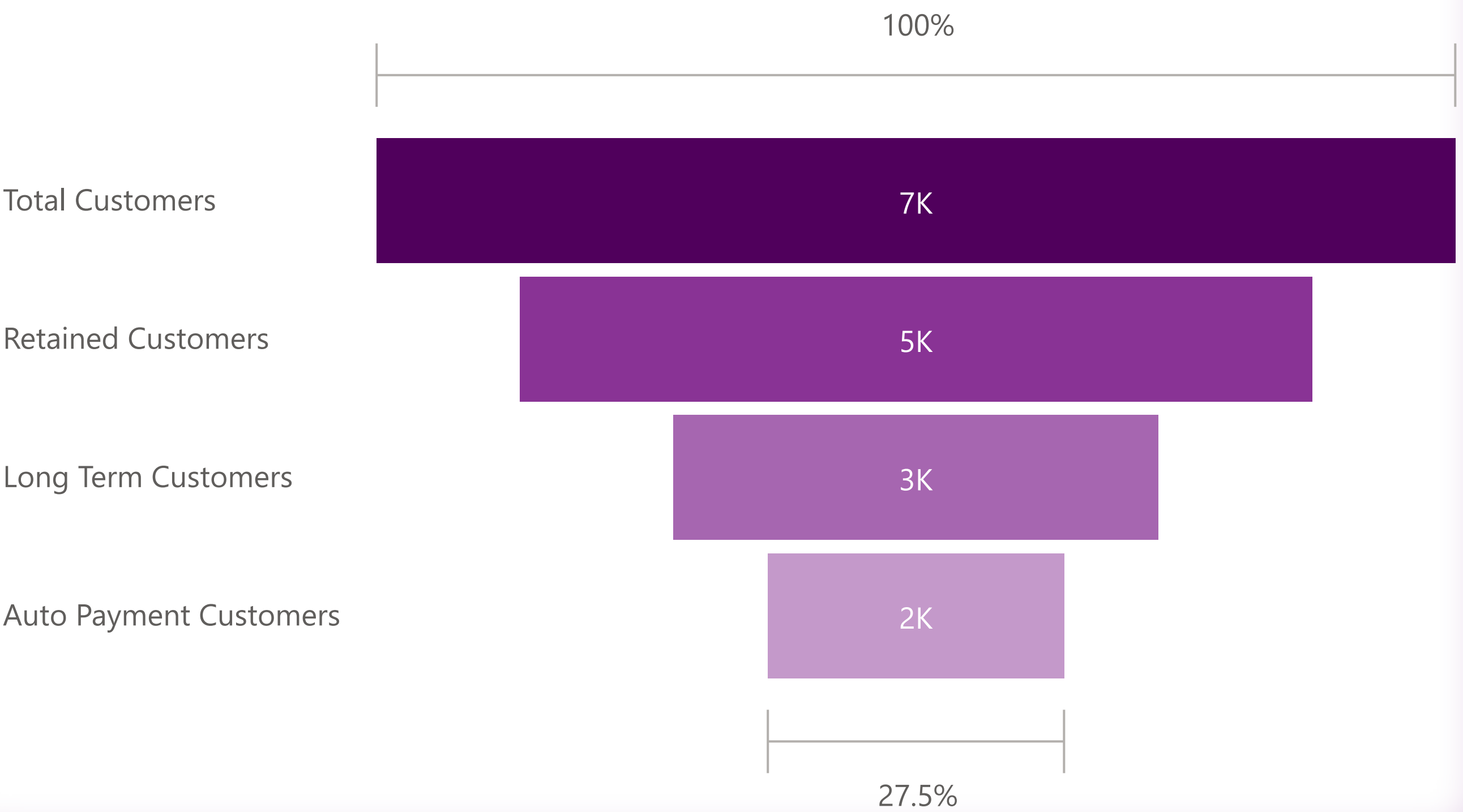
## Churn Rate (%) by Payment Method and Internet Service

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



## 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**

## 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

## 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

## 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

## Churn Distribution Overview

**Content:**

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

**Insight:** Small churn reduction = big revenue gain