

Executive Summary

This report presents a comprehensive analysis of customer churn, examining who leaves, where churn is most concentrated, and why customers decide to discontinue the service. By exploring demographic patterns, service usage behavior, and detailed churn reasons, this analysis provides a clear understanding of the key drivers influencing customer retention. The insights uncovered in this report support data-driven strategies to reduce churn and improve overall customer satisfaction.

Dataset Description

The analysis is based on a customer churn dataset containing demographic details, service usage metrics, contract information, and specific churn categories and reasons. The dataset includes fields such as Churn Label, Age Group, State, Monthly Charge, Gender, Contract Type, and Churn Reason. Missing or blank values in categorical columns were replaced with 'Unknown' to ensure consistent reporting. This dataset enables a multi-dimensional view of customer behavior and churn patterns.

Methodology

The report applies a structured analytical approach, beginning with the creation of key measures such as Total Customers, Churned Customers, Churn Rate, and Churn by Gender. Visual techniques including bar charts, pie charts, scatter plots, treemaps, and heat maps were used to identify patterns and relationships. The analysis follows a storytelling flow—starting with broad churn patterns, moving into demographic insights, and concluding with a detailed

exploration of churn reasons to understand the underlying causes of customer departure.

Home Page – Introduction

The dashboard begins with an overview of customer retention, highlighting that retention reflects both service quality and customer satisfaction. The report is structured across three dimensions—Overview, Demographics, and Churn Reason. Each page brings the viewer closer to understanding the customer journey, moving from high-level trends to the specific moments and frustrations that lead to churn.

Churn Overview Page

This section provides a high-level view of churn, showing how many customers have left and where churn is most concentrated. Key indicators such as Total Customers, Total Churned Customers, Overall Churn Rate, and the Top Churn State offer a quick snapshot of the scale of churn. The gender breakdown and churn distribution visuals clarify how churn differs across basic customer groups and help identify broad patterns in customer loss.

Demographics Page

This page examines which customer segments are more likely to churn. The age-based visuals compare churn patterns between seniors and younger customers, while the state analysis reveals geographic areas with elevated churn rates. The scatter plot highlights the relationship between monthly charges and churn, showing that customers with higher monthly fees tend to churn

more frequently. These insights help identify at-risk groups and potential factors contributing to dissatisfaction.

Churn Reason Page

This section focuses on the specific reasons customers decide to leave. Interactive slicers allow filtering by both churn category and churn reason. The distribution charts reveal which issues contribute most significantly to churn, while the geographic heat map illustrates how certain problems are more concentrated in specific states. This breakdown offers a deeper understanding of the root causes behind churn and helps pinpoint operational areas requiring improvement.

Key Findings

The analysis reveals several important insights:

1. A notable proportion of customers churn, highlighting retention challenges.
2. Certain states experience disproportionately high churn levels.
3. Monthly charges are closely linked to churn behavior, with higher charges showing higher churn likelihood.
4. Seniors exhibit higher churn tendencies compared to younger customers.
5. Specific categories—particularly service-related issues—dominate the churn reasons.
6. Churn reasons vary by region, indicating localized service or experience gaps.”

Recommendations

To reduce churn, the company should prioritize improving service quality in states with the highest churn. Tailored retention programs for high-charge customers and senior customer groups may also help strengthen loyalty. Addressing the top churn reasons—especially service, pricing, and support issues—should be a priority. Enhancing customer service responsiveness and designing clearer, more flexible plans could significantly reduce churn.

Conclusion

This report demonstrates that churn is driven by a combination of demographic factors, pricing sensitivities, and service-related challenges. Understanding these patterns enables the organization to take targeted actions that improve customer satisfaction and retention. By addressing the key drivers highlighted in this analysis, the company can make meaningful progress toward reducing customer churn and enhancing long-term customer loyalty.