



Customer Churn Analysis Dashboard

Overview

Demographics
Insights

Service & Contract
Insights

Financial Insights

Filter Customers By:

Gender

All

Contract Type

All

Internet Service

All

Payment Method

All

7032

Total Customers

5163

Active Customers

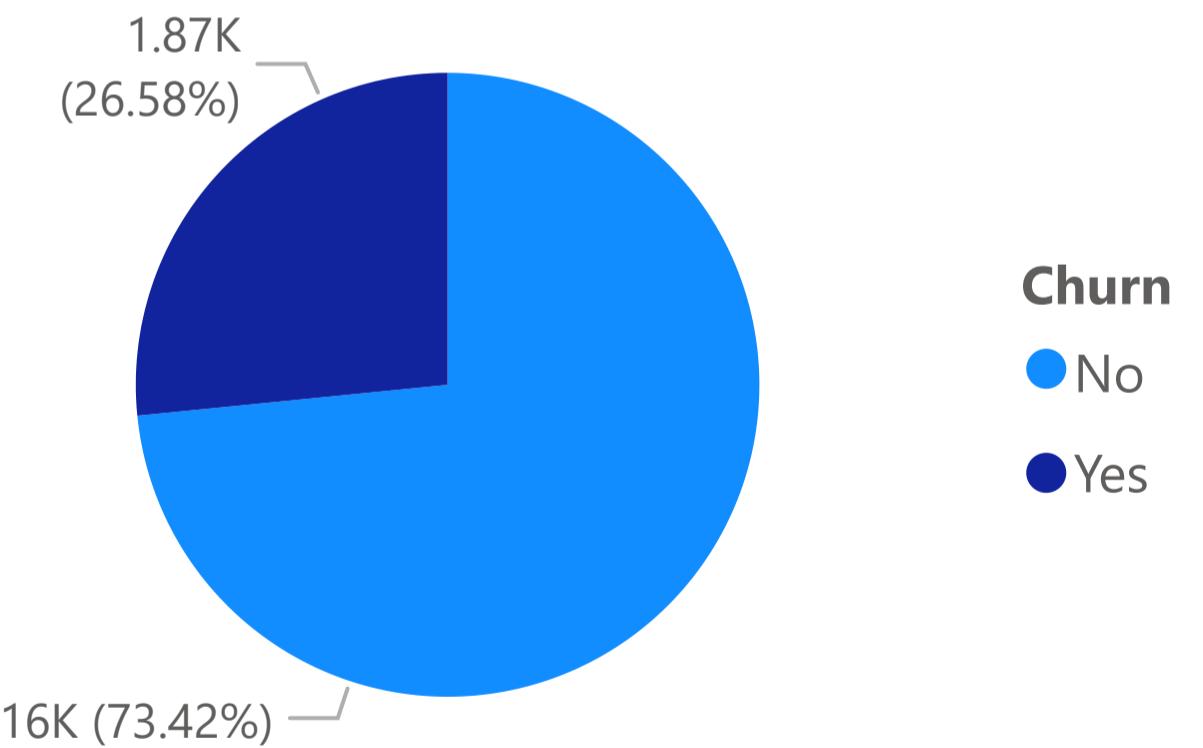
1869

Churned Customers

27%

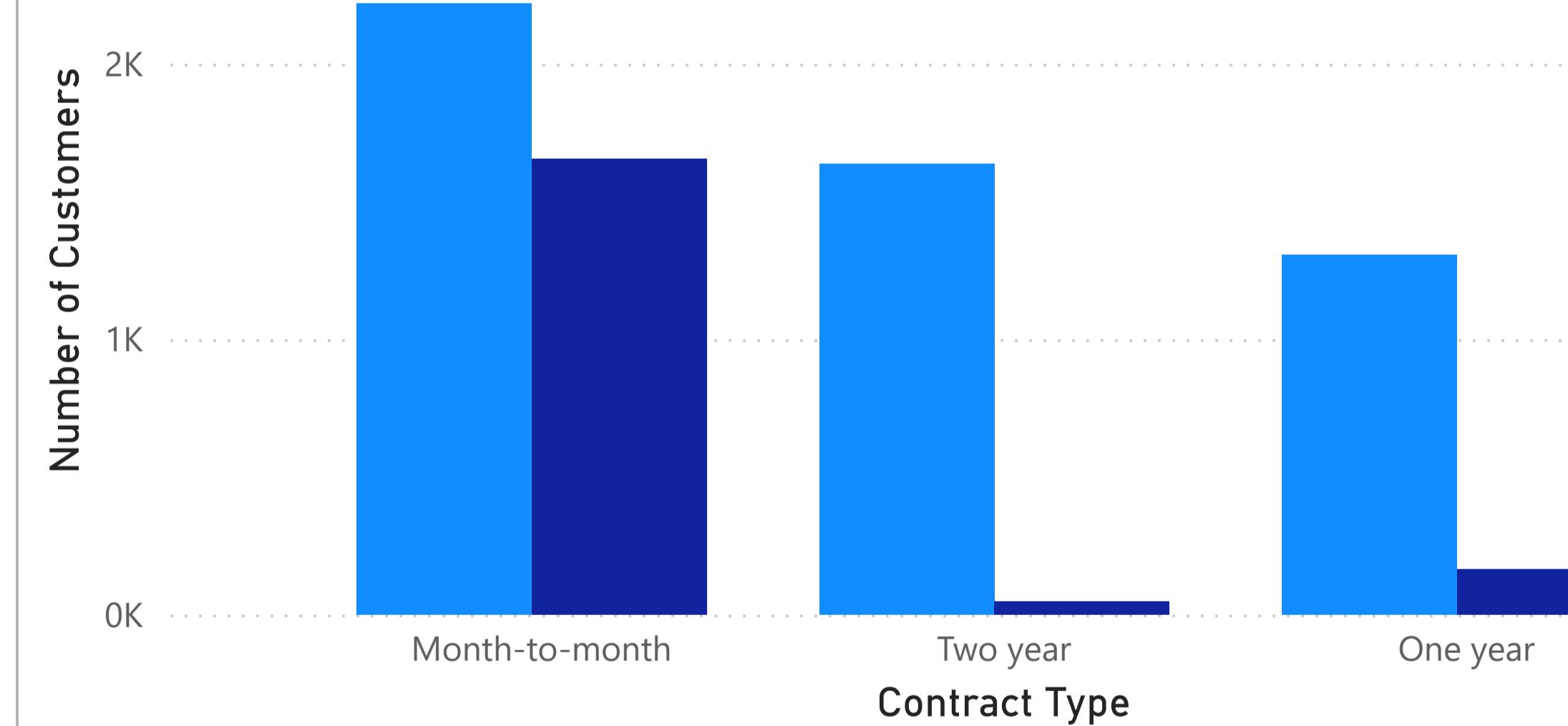
Churn Rate

Customer Distribution by Churn Status



Contract Type vs Customer Count

Churn ● No ● Yes



Insight:

Month-to-month contracts show significantly higher churn rate compared to long-term contracts.



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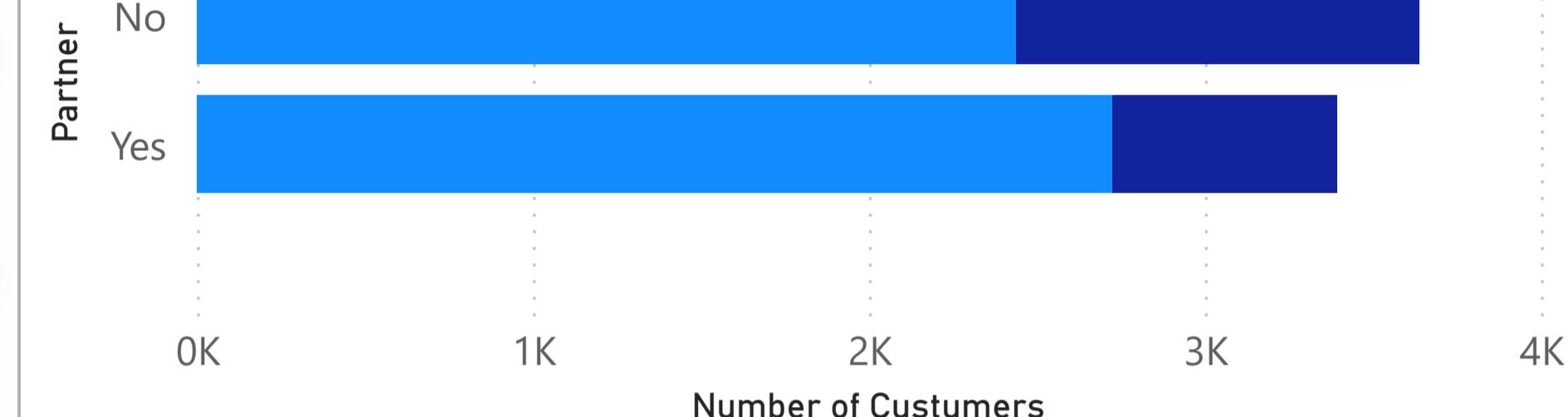
Payment Method

All

Partner vs Churn

Churn • No • Yes

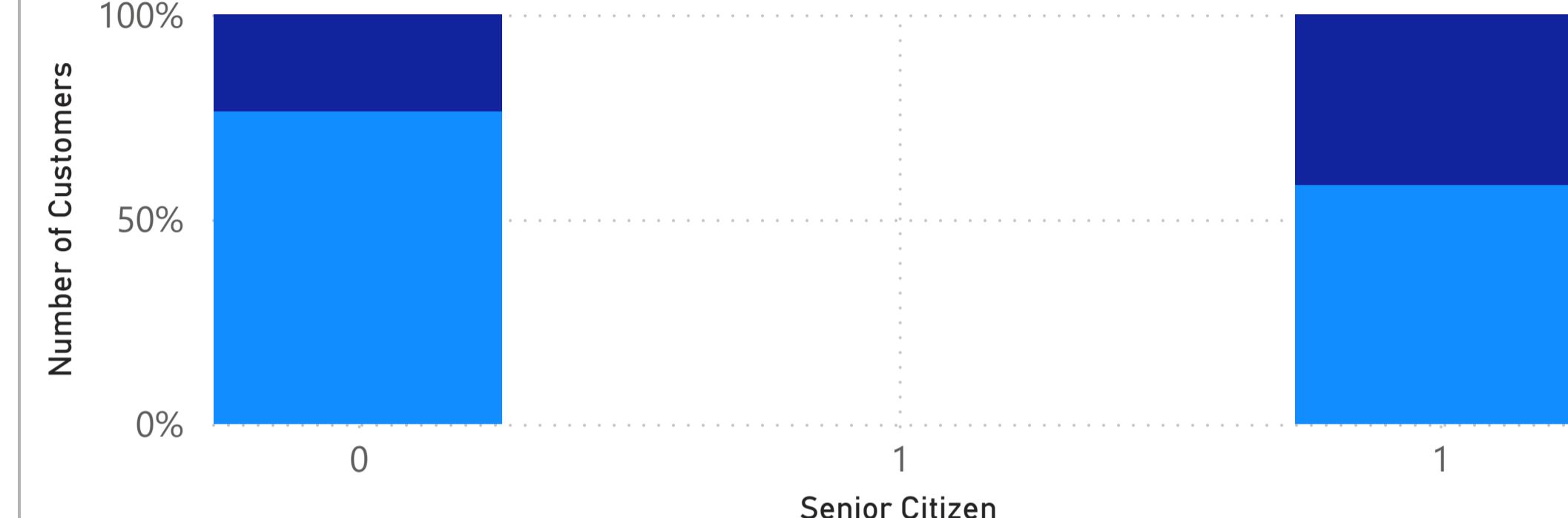
Partner



Senior Citizen vs Churn Rate

Churn • No • Yes

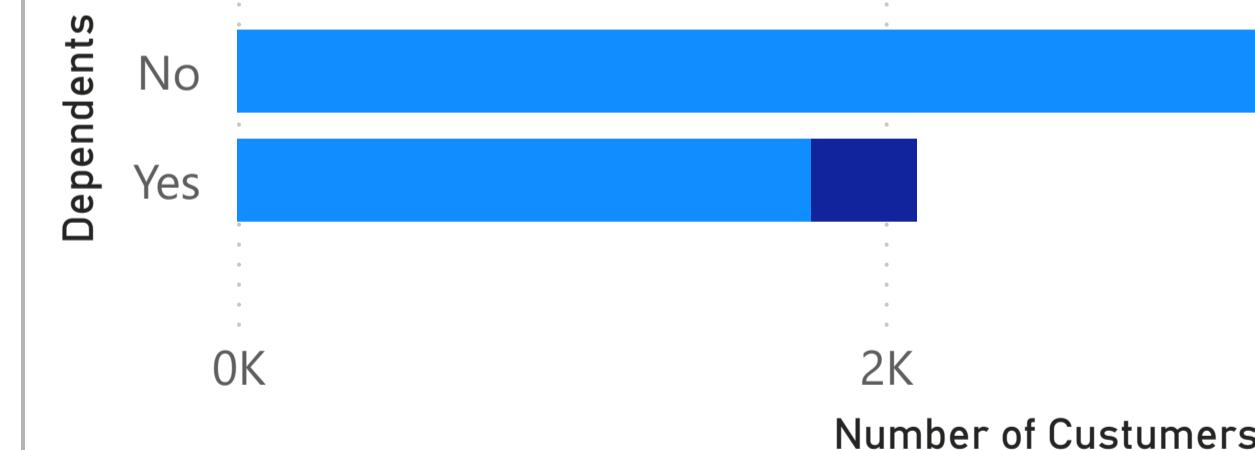
Number of Customers



Dependents vs Churn

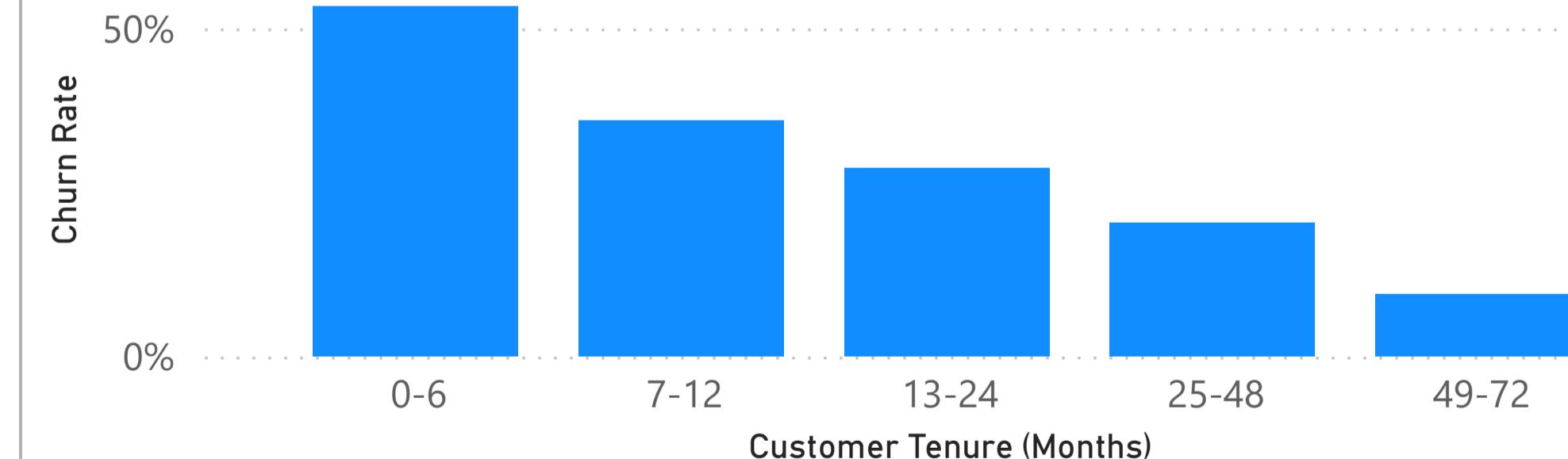
Churn • No • Yes

Dependents



Churn Rate by Tenure Group

Churn Rate



Demographics Insights:

- 1- Customers without partners are more likely to churn compared to those who have partners.
- 2- Customers with dependents tend to stay longer and show lower churn rates, indicating stronger loyalty.
- 3- Senior citizens have a higher churn rate than younger customers, possibly due to lower technology adoption or price sensitivity.
- 4- New customers (less than 6 months) show the highest churn rate, while long-term customers (over 2 years) are more likely to remain loyal.



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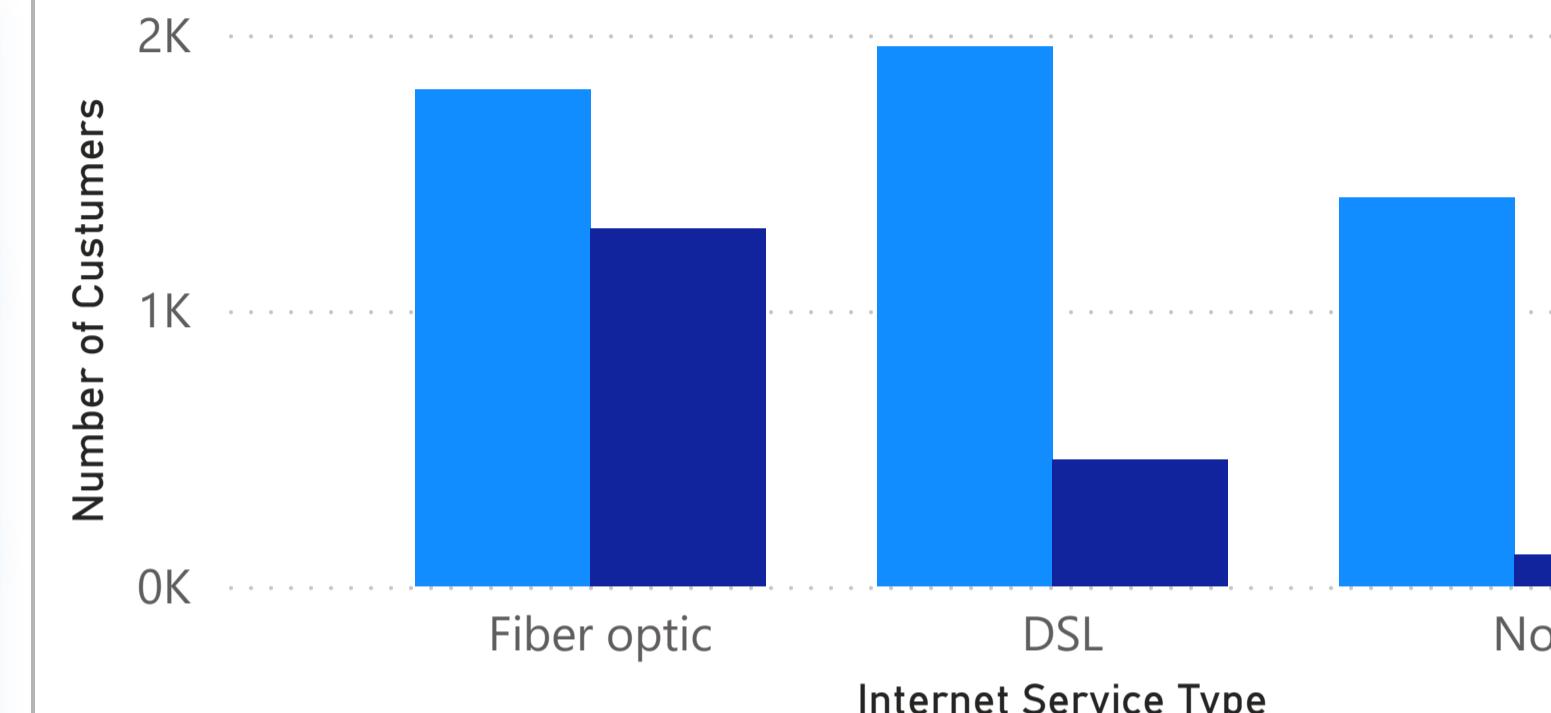
All

Payment Method

All

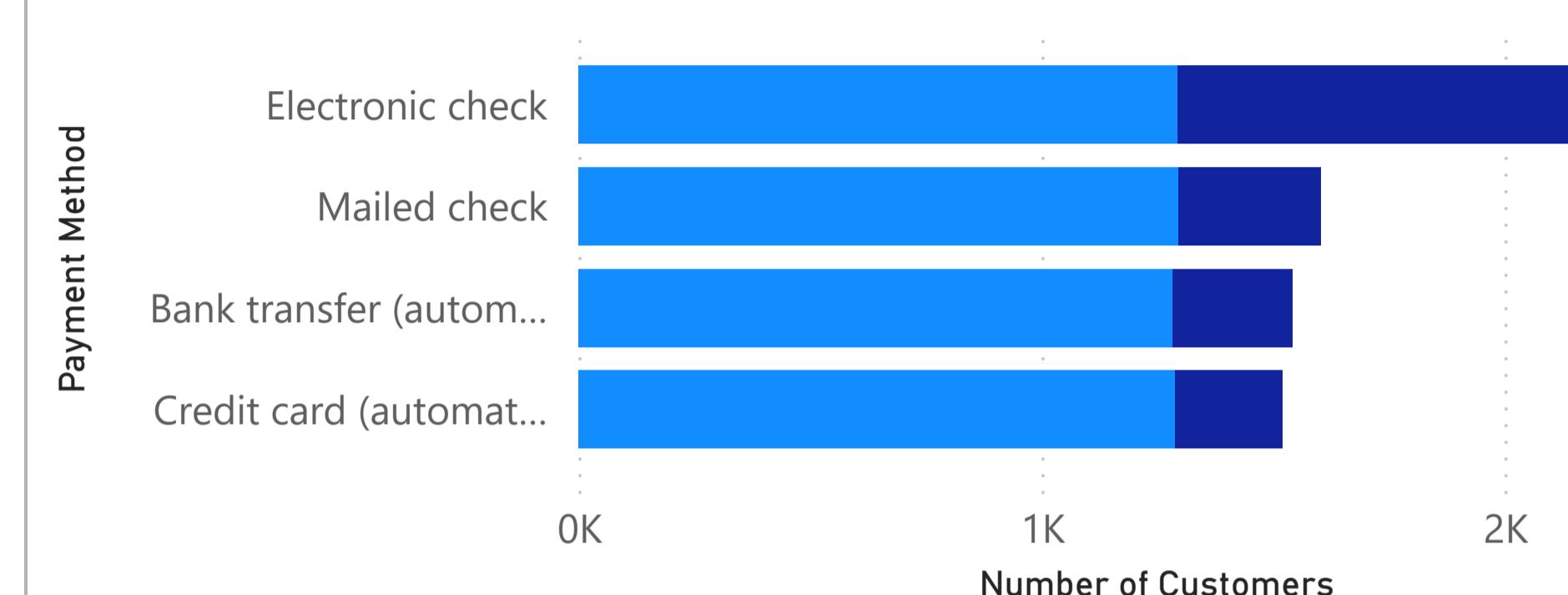
Internet Service Type vs Churn

Churn ● No ● Yes



Payment Method vs Churn Distribution

Churn ● No ● Yes



Contract	Bank transfer (automatic)	Credit card (automatic)	Electronic check	Mailed check	Total
Month-to-month	34%	33%	54%	32%	43%
One year	10%	10%	18%	7%	11%
Two year	3%	2%	8%	1%	3%
Total	17%	15%	45%	19%	27%



Service & Contract Insights:

- 1- Fiber optic service users are most likely to churn
- 2- Electronic check payments show the highest churn rate
- 3- Month-to-month contracts combined with electronic check payments are the most risky segment.



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Filter Customers By:

Gender

Contract Type

Internet Service

Payment Method

61

Avg Monthly Charges (Active Customers)

74

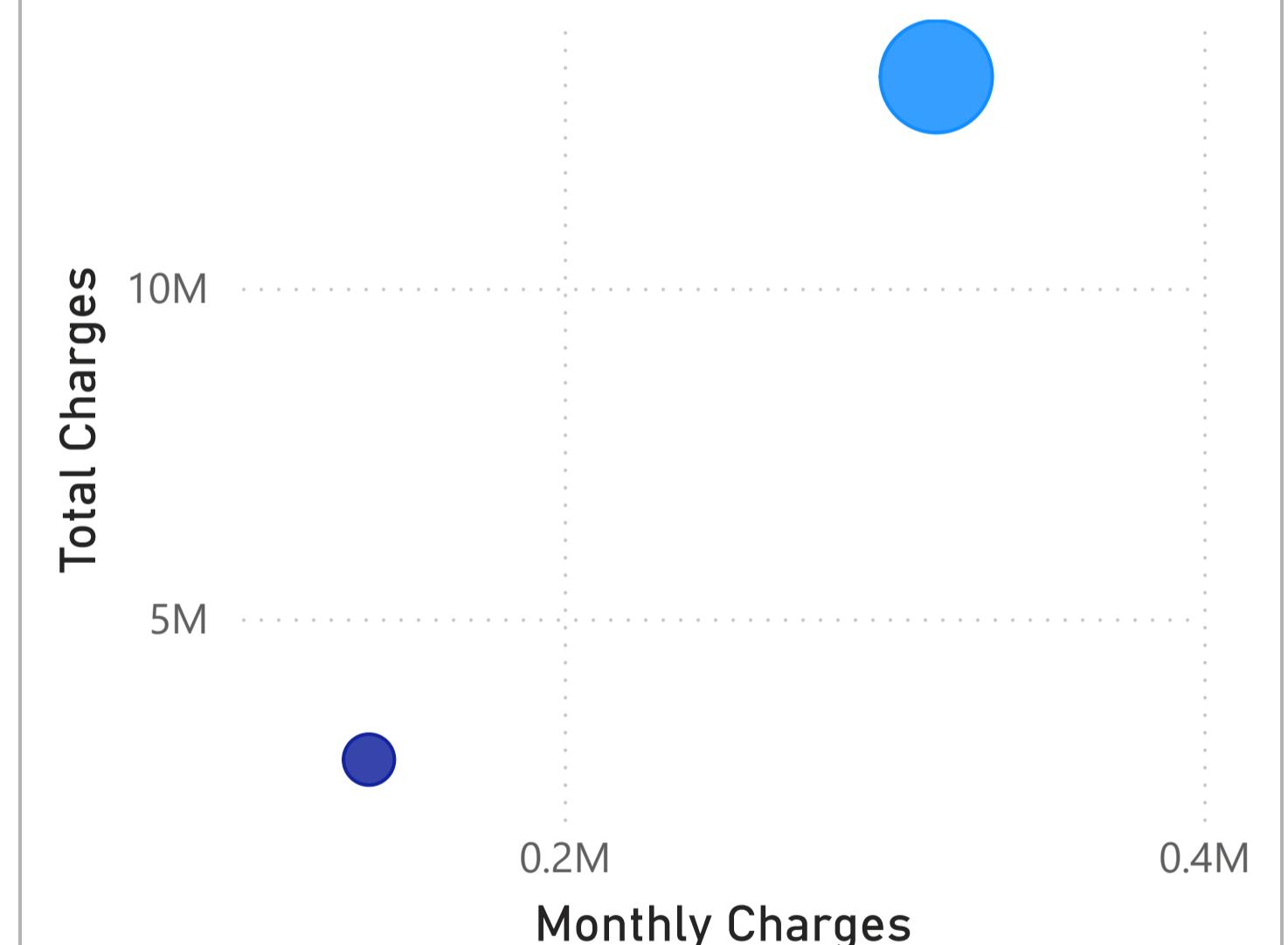
Avg Monthly Charges (Churned Customers)

61

Avg Tenure (Churned Customers)

Monthly Charges vs Total Charges by Churn

Churn ● No ● Yes



Monthly Charges Distribution by Churn

**UNLICENSED**

Service & Contract Insights:

- 1- Churned customers often have **higher monthly costs but shorter tenures**, which leads to **lower total charges overall**. Meanwhile, loyal customers pay less per month but stay longer, accumulating higher total payments.
- 2- Customers with higher monthly charges are more likely to churn, while those with lower monthly charges and longer tenure show stronger loyalty