



# 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

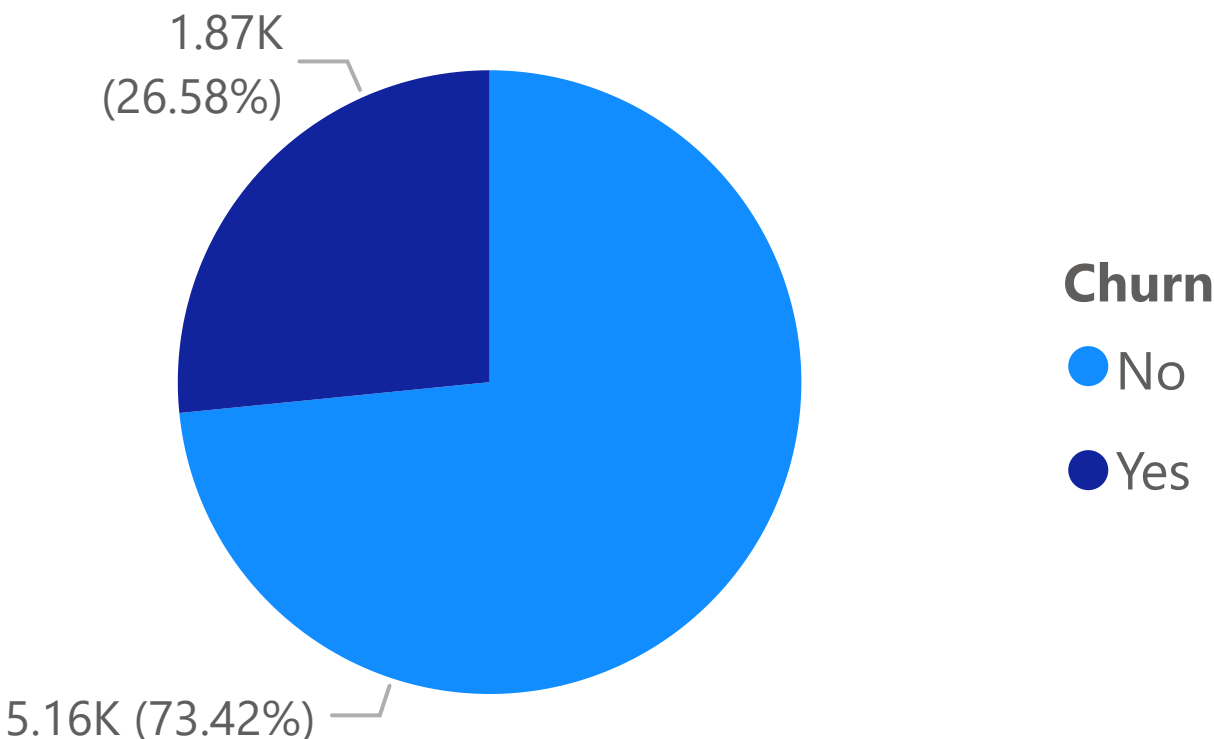
1869

Churned Customers

27%

Churn Rate

## Customer Distribution by Churn Status



## Contract Type vs Customer Count

Churn No Yes

Number of Customers

2K

1K

0K

Month-to-month

Two year

One year

Contract Type



**Insight:**

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



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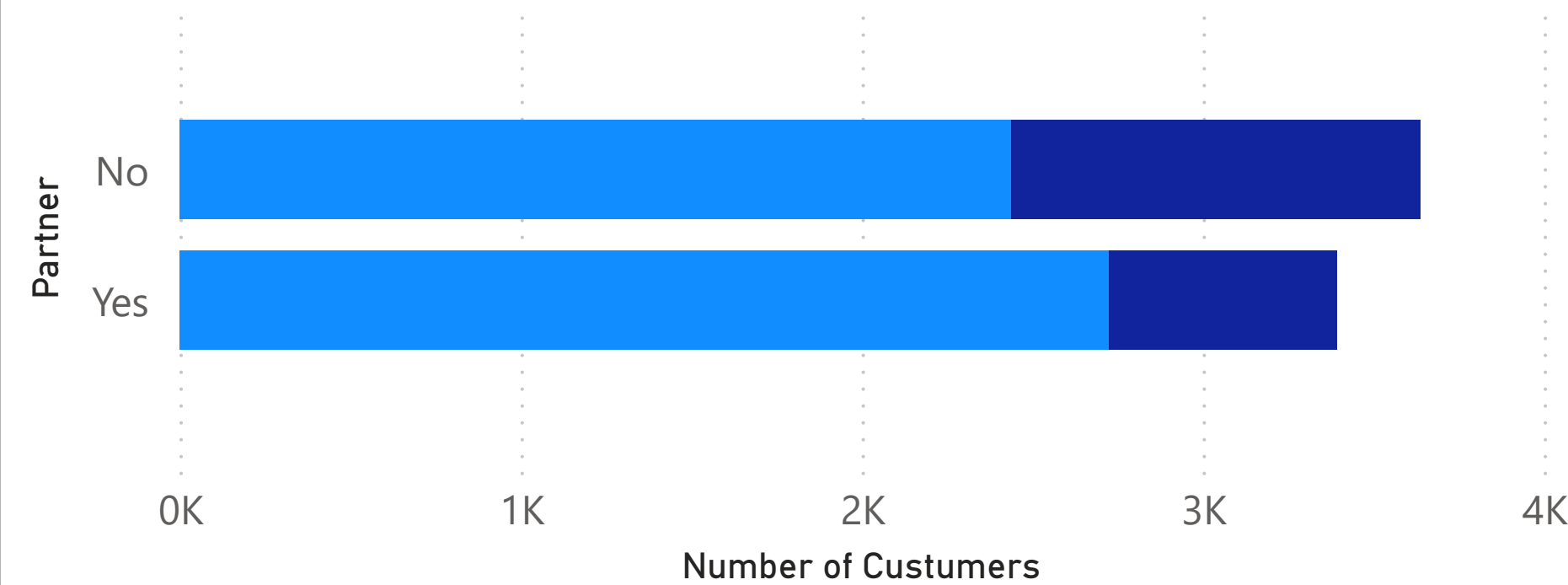
All

### Payment Method

All

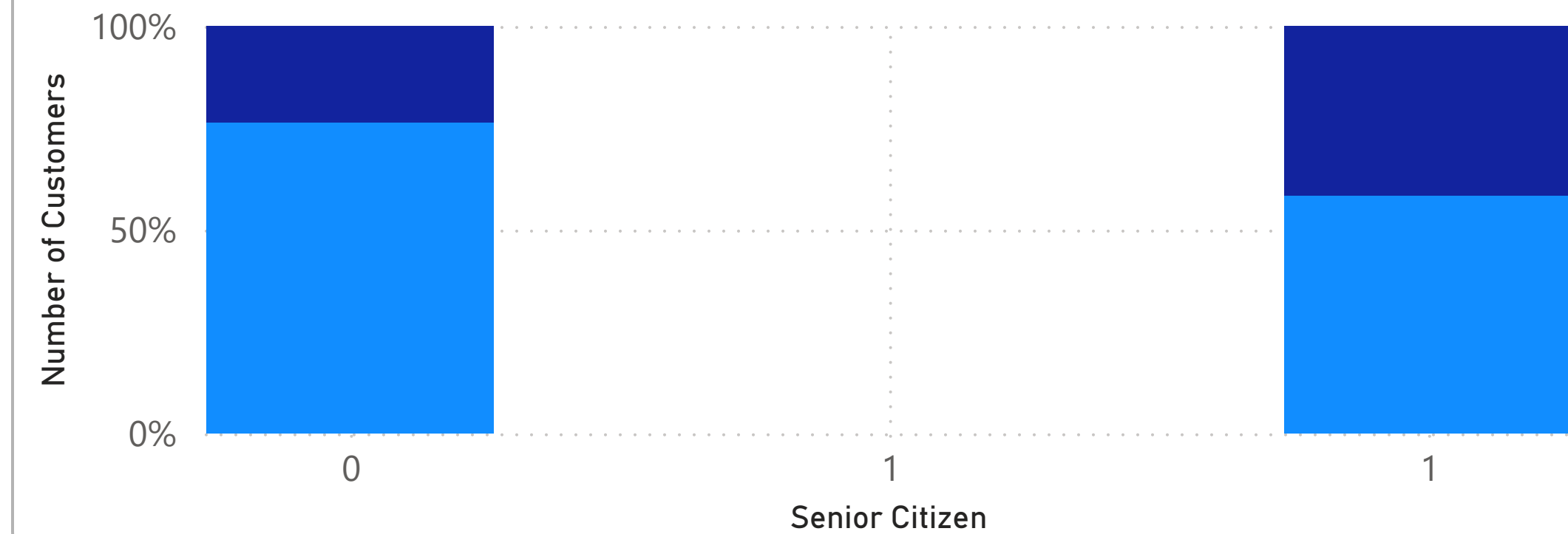
### Partner vs Churn

Churn ● No ● Yes



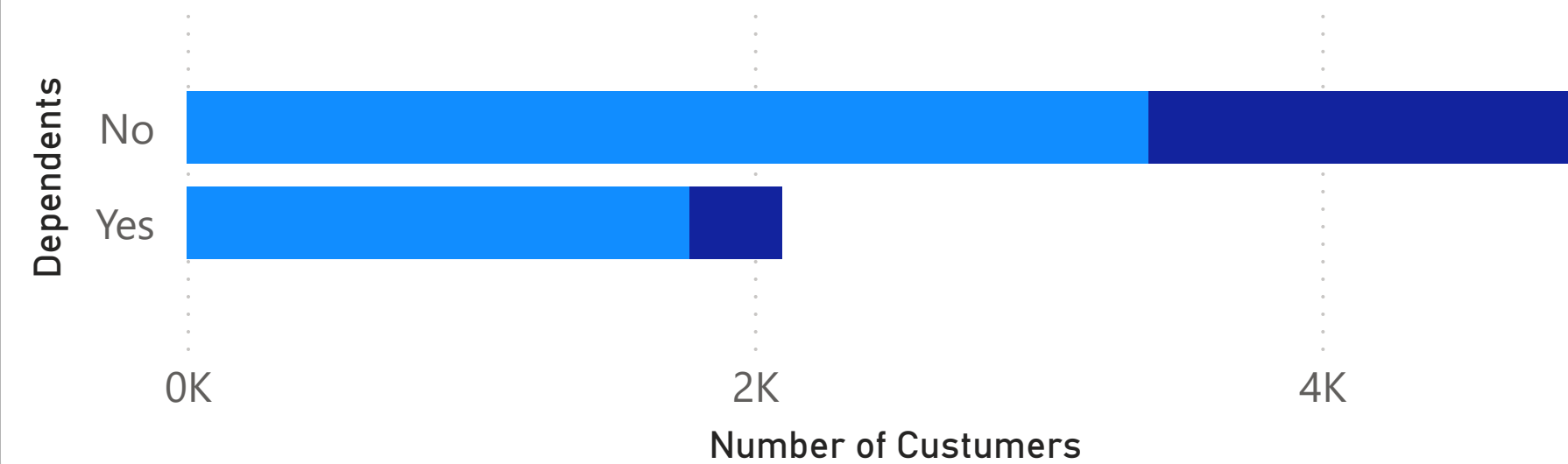
### Senior Citizen vs Churn Rate

Churn ● No ● Yes

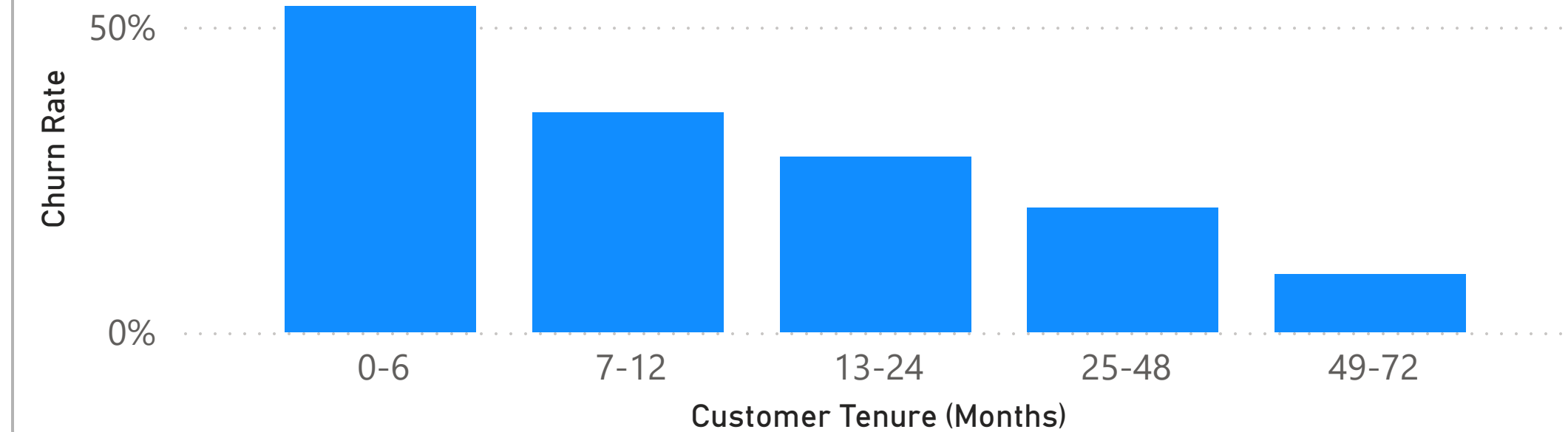


### Dependents vs Churn

Churn ● No ● Yes



### Churn Rate by Tenure Group



## 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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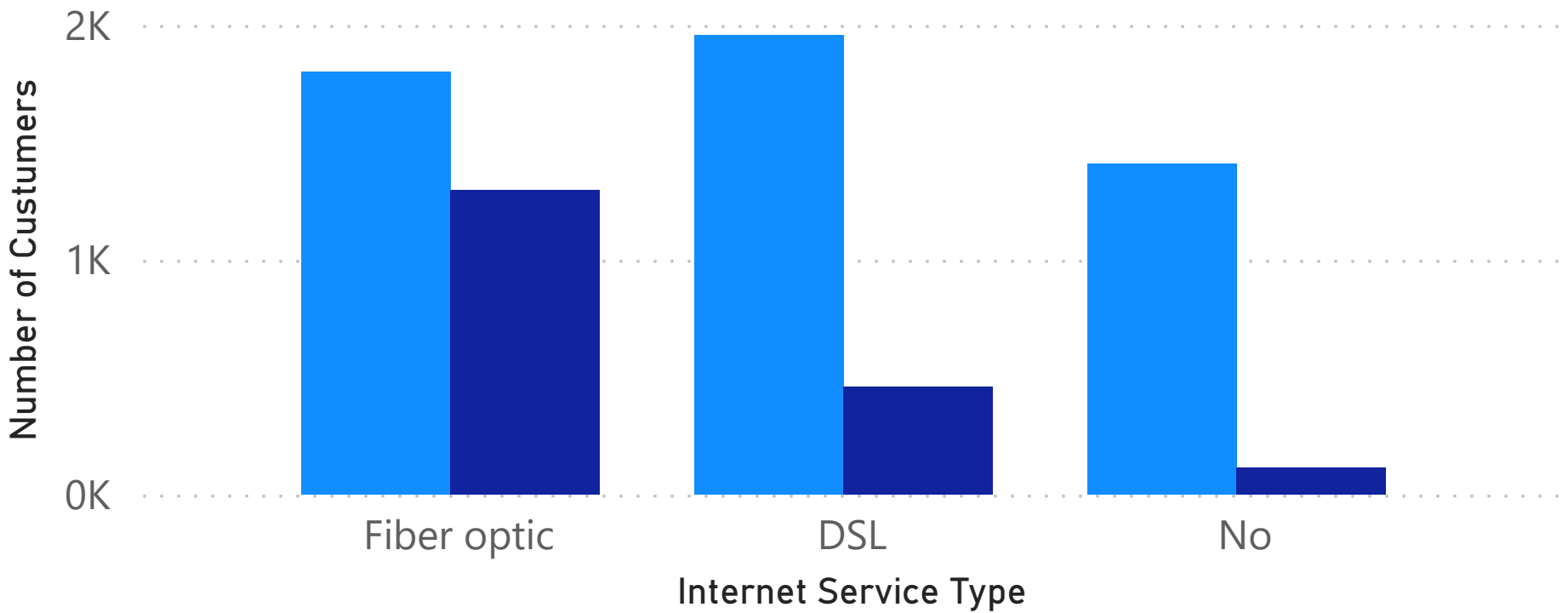
All

### Payment Method

All

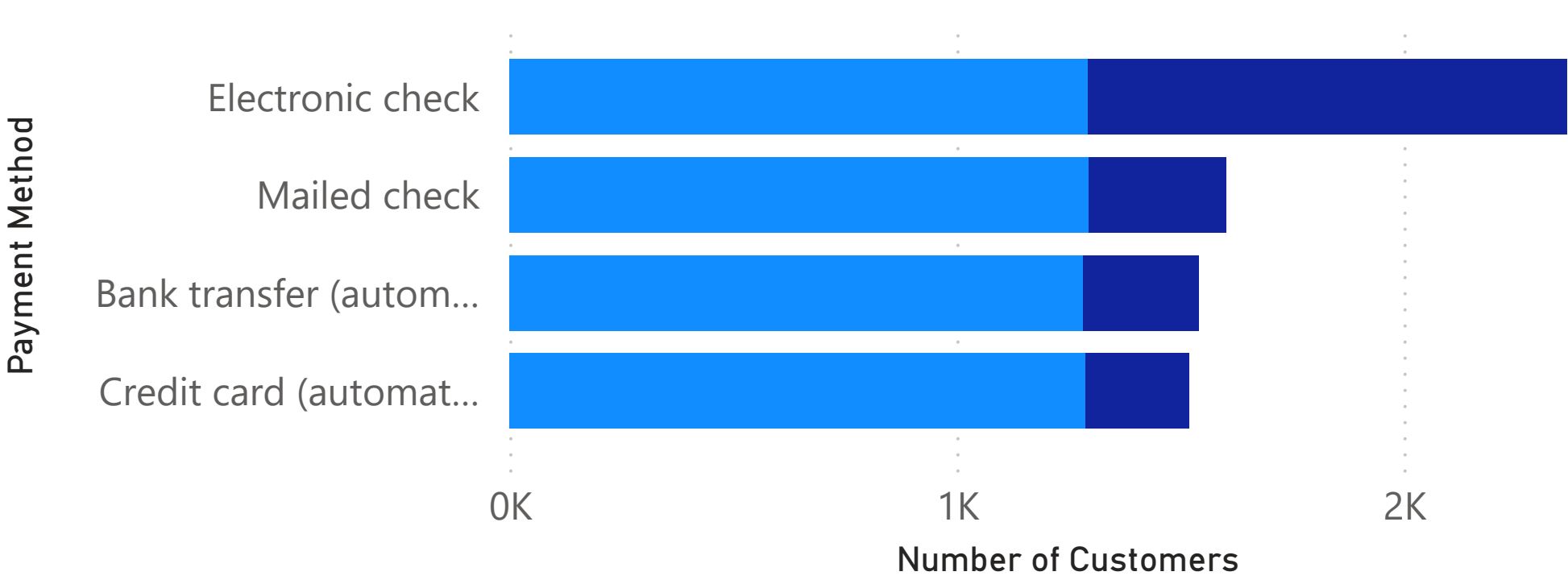
## Internet Service Type vs Churn

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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61

Avg Monthly Charges (Active Customers)

74

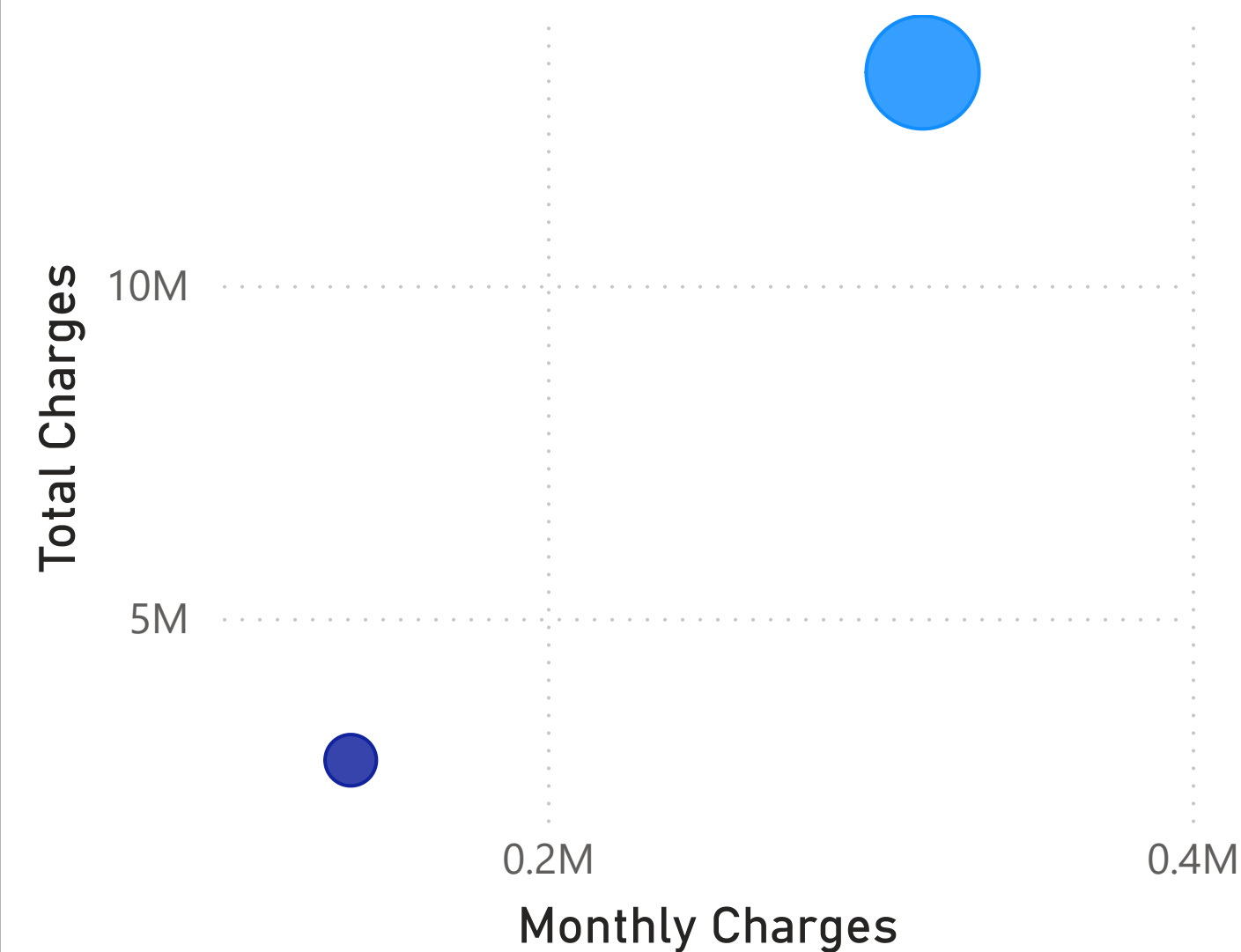
Avg Monthly Charges (Churned Customers)

61

Avg Tenure (Churned Customers)

### Monthly Charges vs Total Charges by Churn

Churn ● No ● Yes



### Monthly Charges Distribution by Churn



## 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