

# Telecom Customer Churn Dashboard – Using Excel

A Data-Driven Analysis to Understand Customer Attrition and Key Churn Drivers



# Telecom Customer Churn Analysis

Total Customers

7,043

Total Churn

1,869

Churn Rate

26.54%

New Joiners

454

Gender

Female

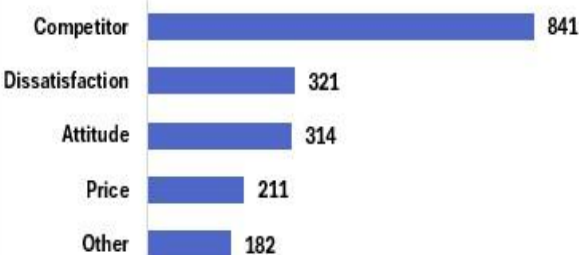
Male

Married

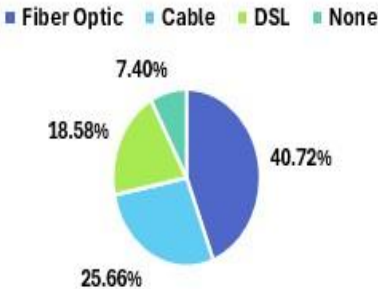
No

Yes

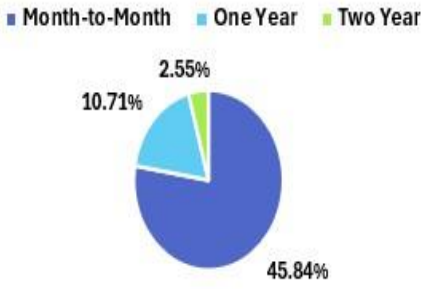
Total Churn by Churn Category



Churn Rate by Internet Type



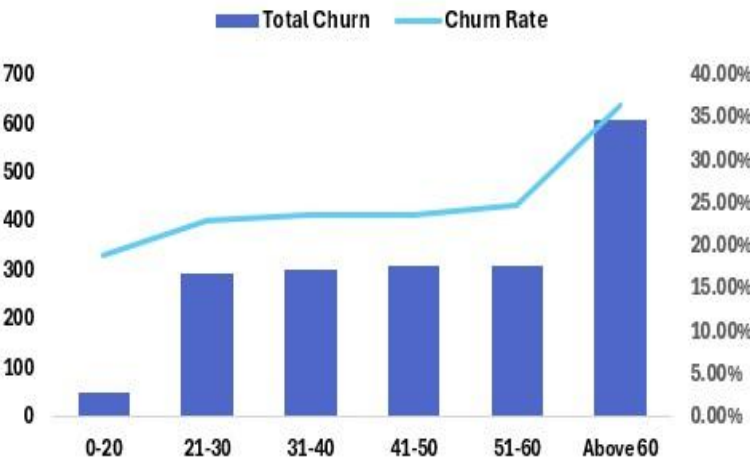
Churn Rate by Contract



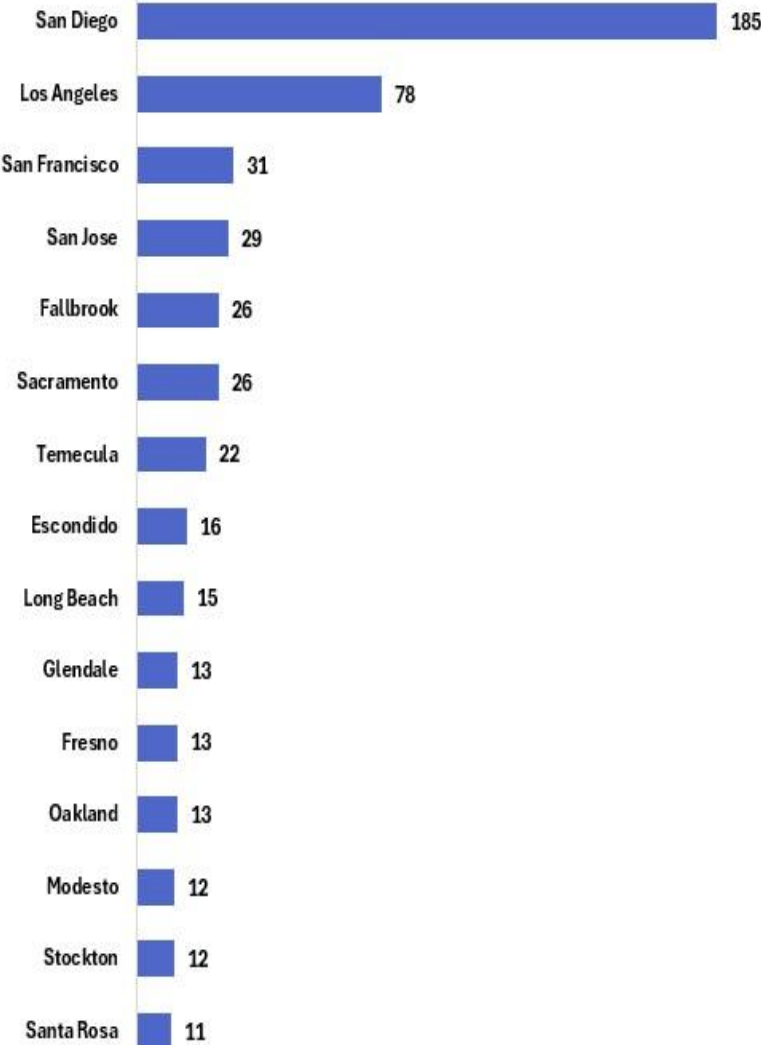
Total Churn & Churn Rate by Tenure Group



Total Churn & Churn Rate by Age Group



Total Churn by Top 15 Cities



# Problem Statement



The telecom company is experiencing high customer churn and lacks a clear analytical view to understand the key factors driving customer attrition.



Rising customer churn is negatively impacting revenue, and the company needs a dashboard to identify and address these patterns.

# Key Metrics



Total Customers



Total Churn



Churn Rate



New Joiners

# Pivot Charts



Total Churn by Churn Category



Churn Rate by Internet Type



Churn Rate by Contract Type



Total Churn & Churn Rate by Tenure Group



Total Churn & Churn Rate by Age Group



Total Churn by Top 15 Cities