

## Churn Rate Dashboard

Churn Per Payment Method

Bank Transfer

Credit Card

Electronic Check

Mailed Check

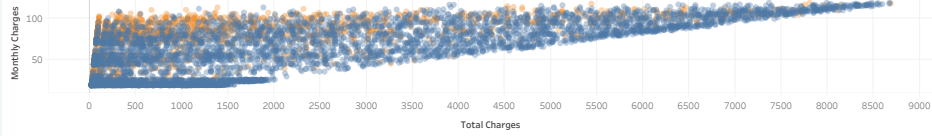
258

232

1,071

308

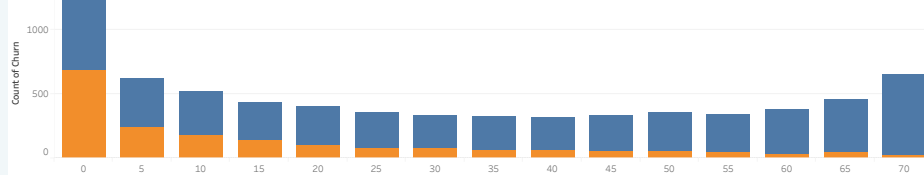
### Total vs Monthly Charges



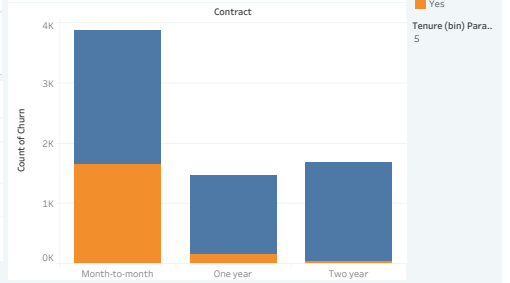
As total charges increase, which directly correlates to tenure, the less likely they are to churn with the higher prices

### Tenure Churn Count

Tenure (bin)



### Contract Type Churn



#### Findings:

Churn rate significantly increased among new users with higher monthly charges. However, customers who remained with the company longer were less likely to churn, even as prices increased.

#### Recommendations:

- Attract new clients with lower introductory pricing to reduce early churn.
- Gradually increase pricing over time to improve customer retention and long-term ROI.
- Encourage customers to transition from monthly plans to longer-term contracts by offering incentives or discounts.