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Customer Churn Analysis



Overview

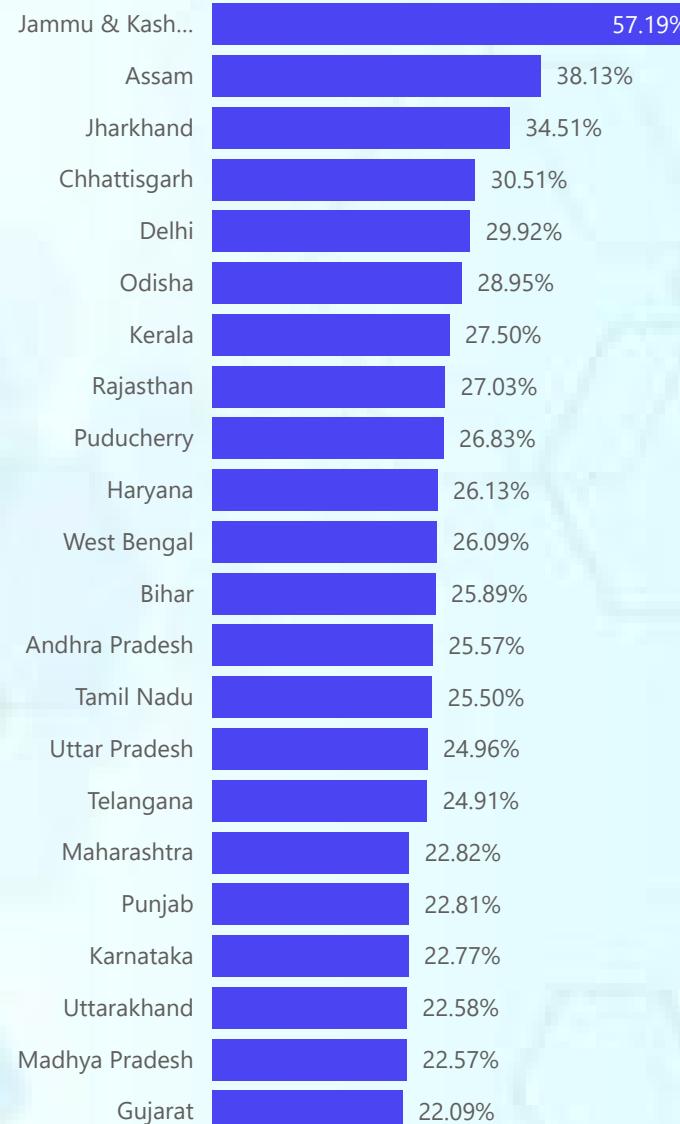
Age Group,
Contract

Gender,
Internet Type,
Tenure Group

Services,
Category
Payment Method

Churn tracker - Databel

Churn Rate by State



6,418

Total Customers

26.99%

Churn Rate

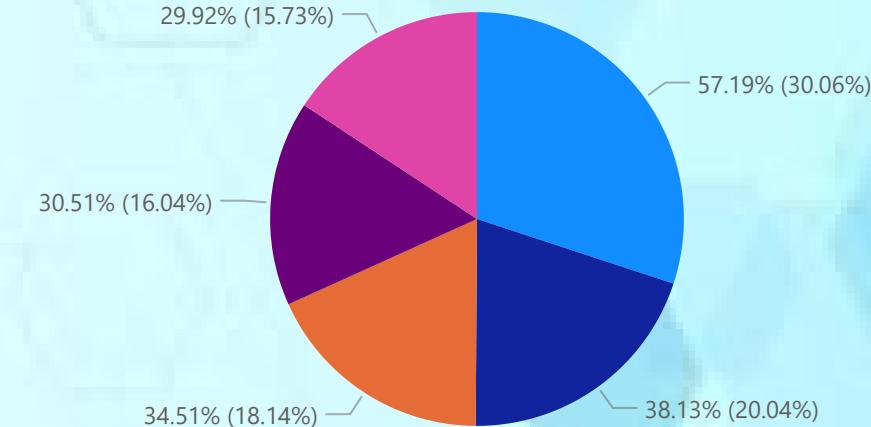
411

New Joiners

1,732

Total Churn

Churn Rate by State Top 5



- State**
- Jammu & Kashmir
 - Assam
 - Jharkhand
 - Chhattisgarh
 - Delhi

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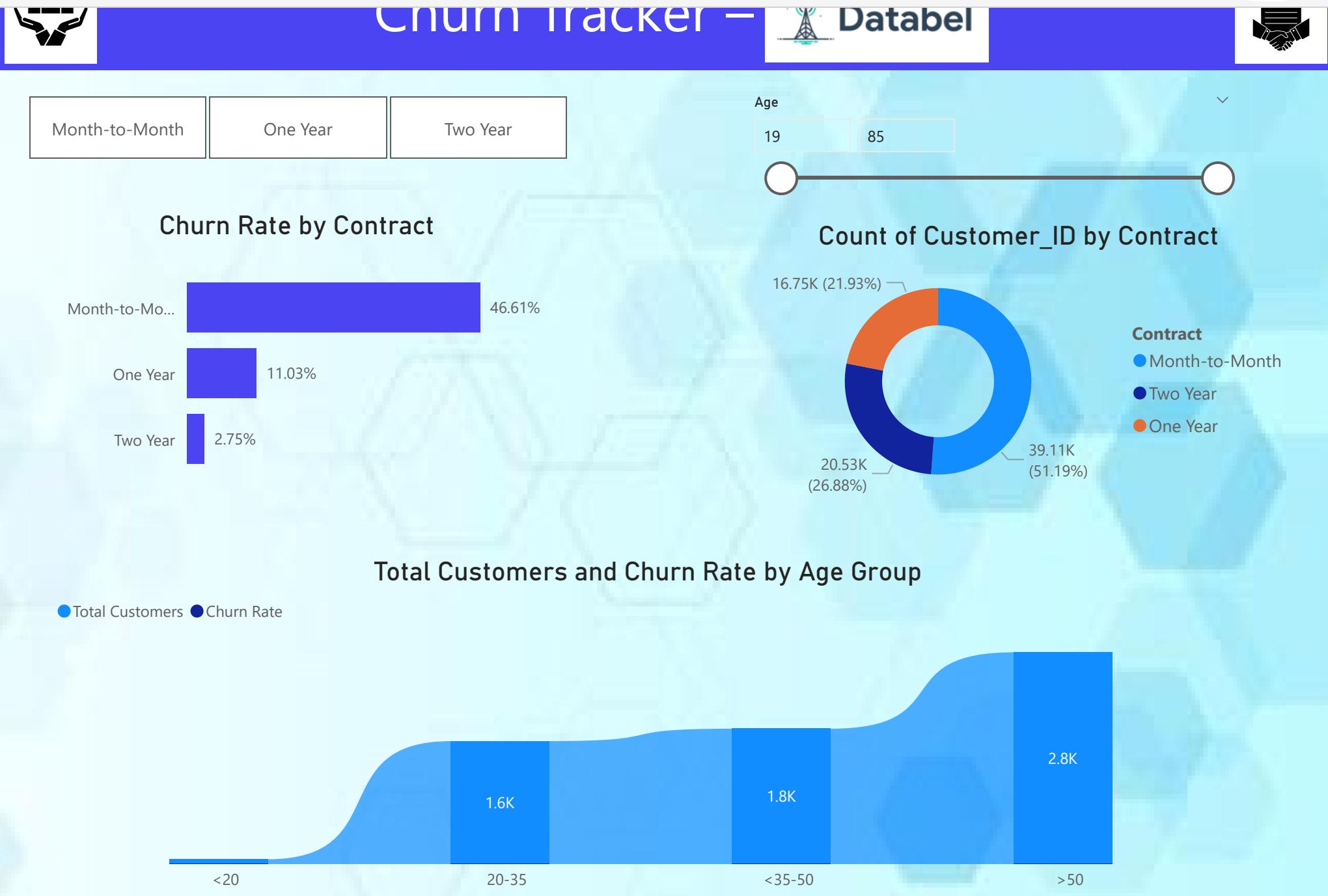
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Overview

Age Group, Contract

Gender, Internet Type, Tenure Group

Services, Category Payment Method



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Churn tracker –



Overview

Age Group, Contract

Gender, Internet Type, Tenure Group

Services, Category Payment Method

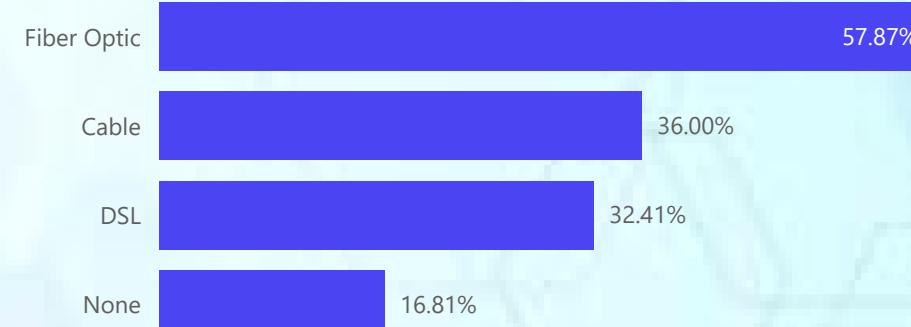
Internet_Type

All

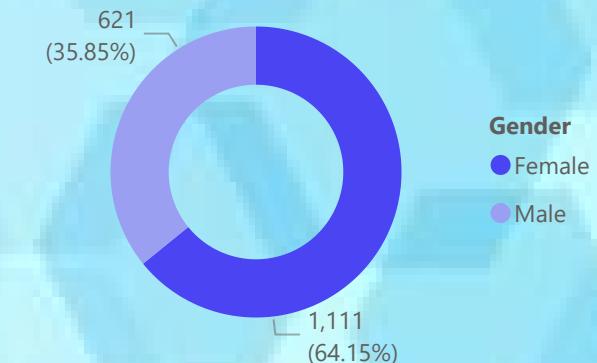
Gender

All

Churn Rate by Internet_Type



Total Churn by Gender



Total Customers and Churn Rate by Tenure Group

● Total Customers ● Churn Rate



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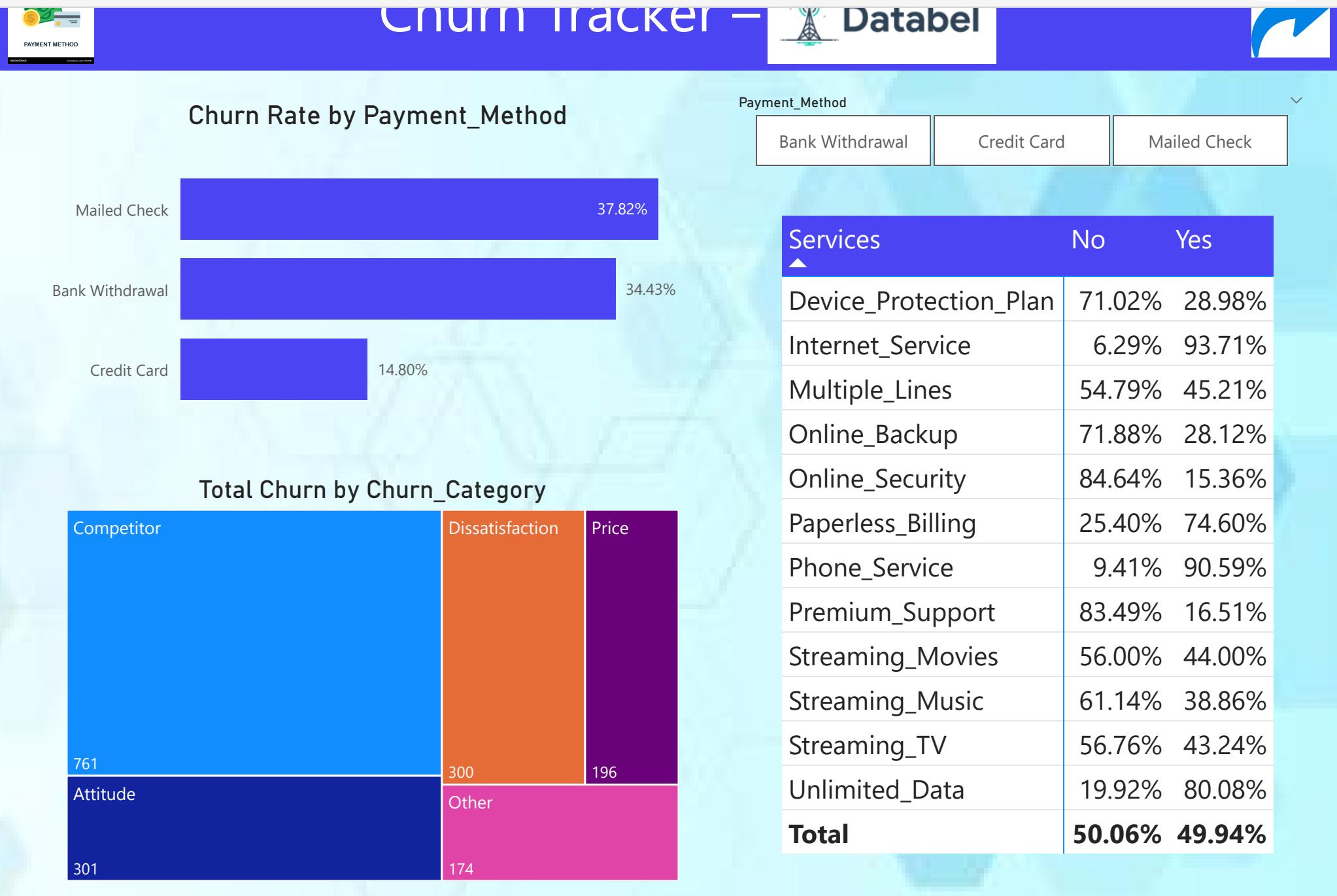
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Overview

Age Group, Contract

Gender, Internet Type, Tenure Group

Services, Category Payment Method



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Overview

Age Group,
Contract

Gender,
Internet Type,
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Category
Payment Method

Churn tracker – Databel



Average of Monthly_Charge and Count of Gender by Customer_Status

- Average of Monthly_Charge
- Count of Gender

80

60

40

20

0

Average of Monthly_Charge

4K

2K

0K

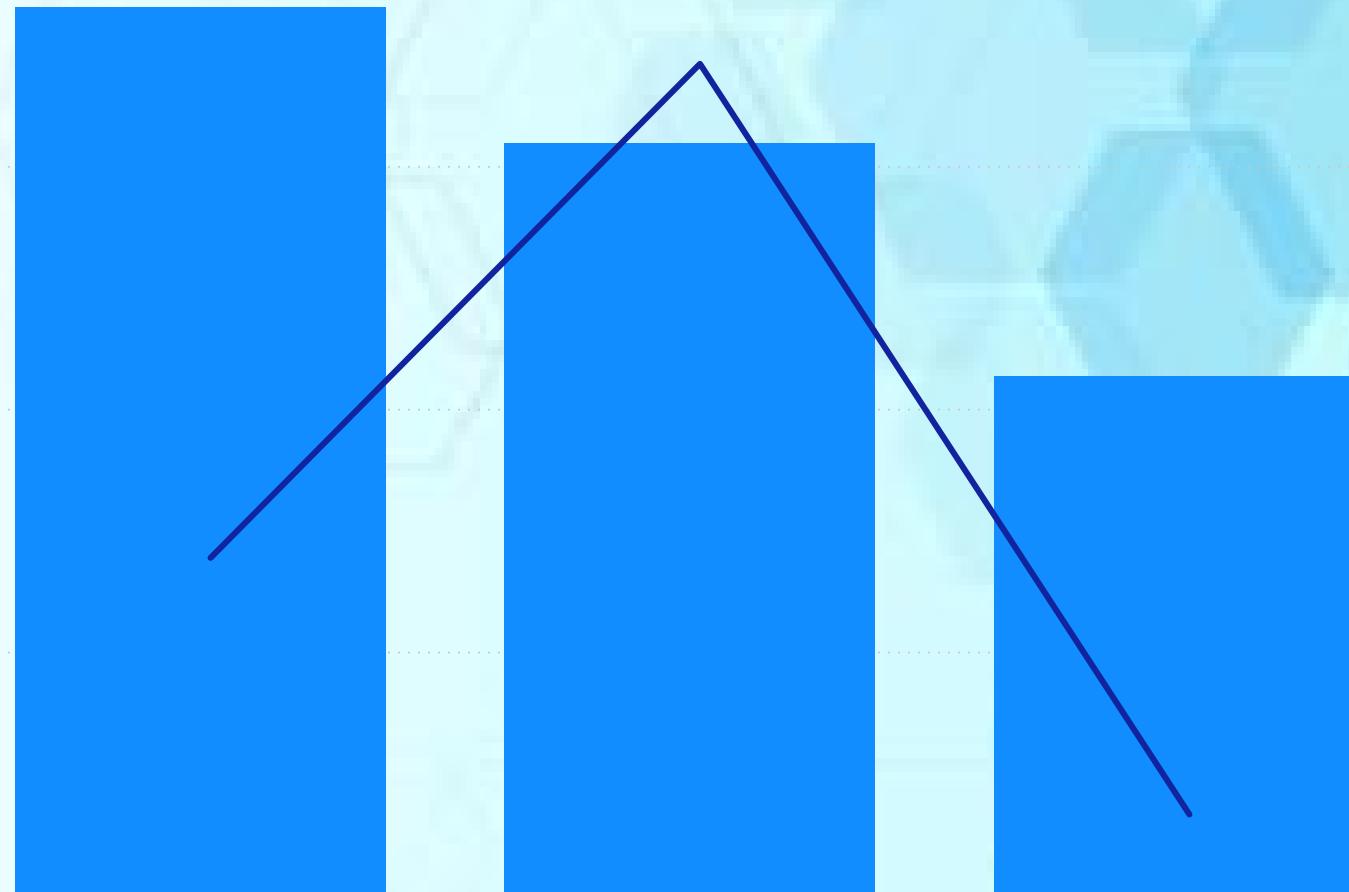
Count of Gender

Churned

Stayed

Joined

Customer_Status



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Overview

Age Group, Contract

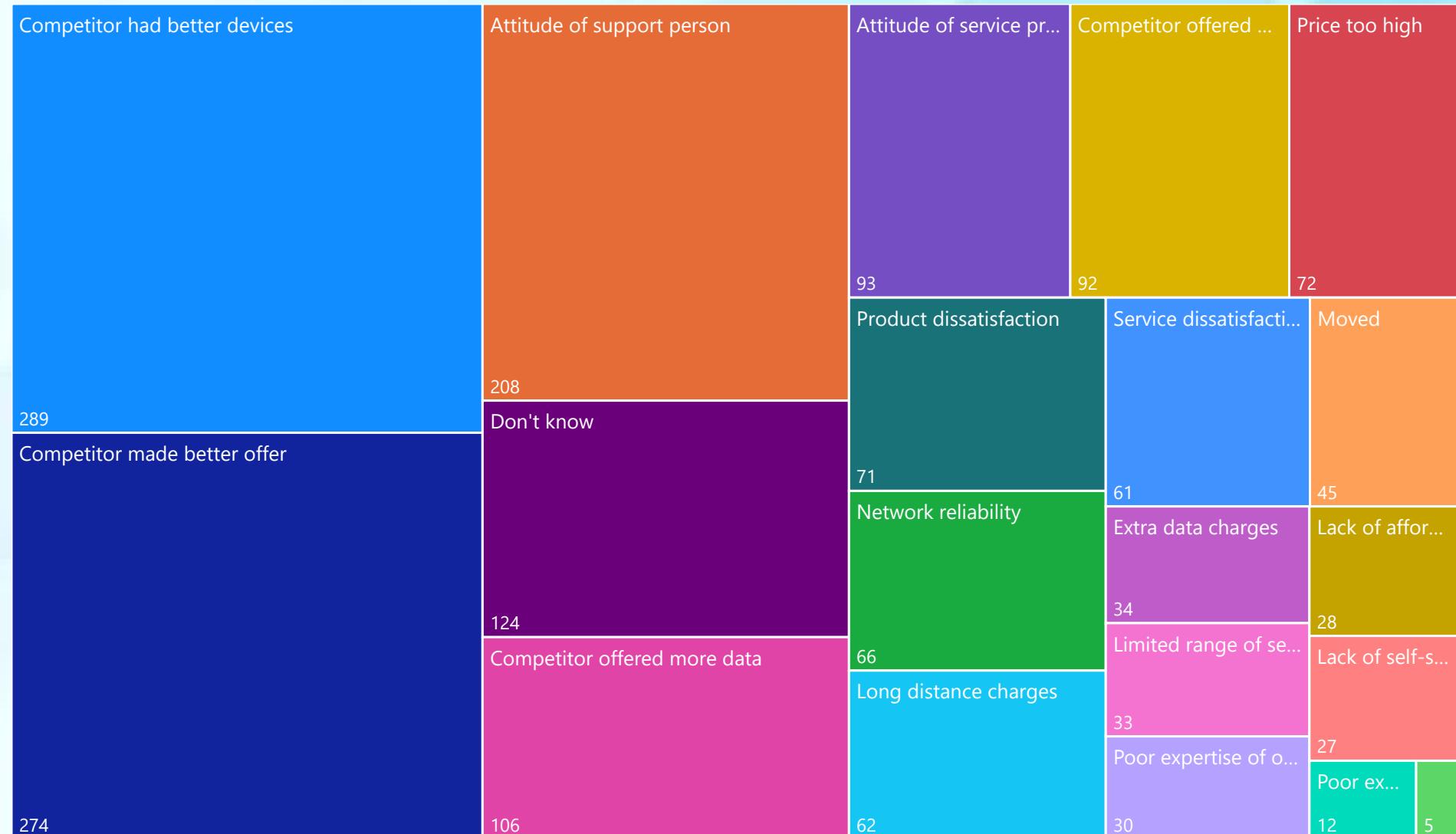
Gender, Internet Type, Tenure Group

Services, Category Payment Method

Churn tracker – Databel



Total Churn by Churn_Reason



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Overview

Age Group,
Contract

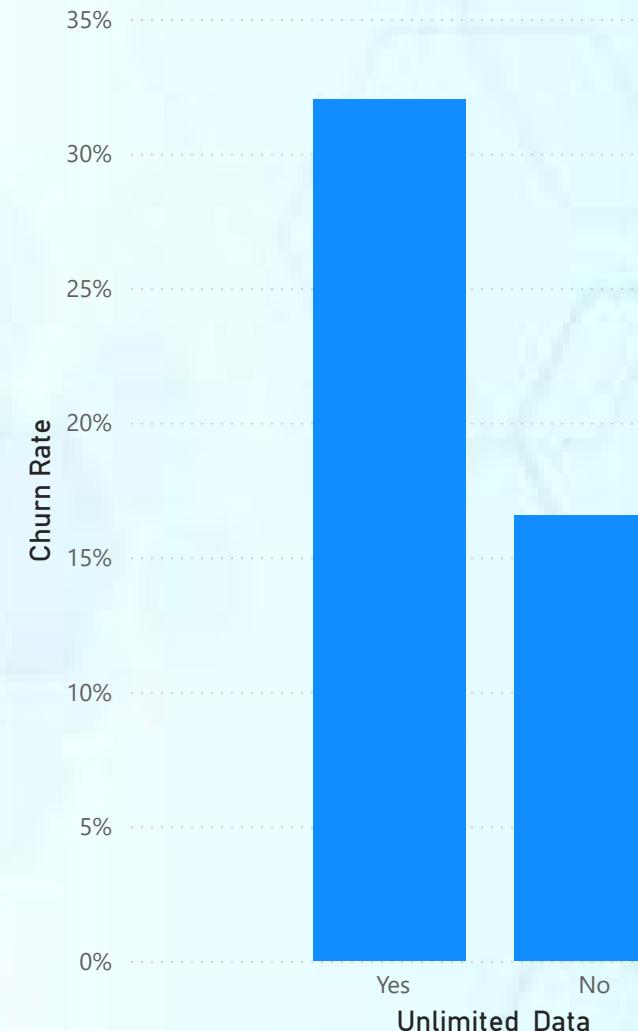
Gender,
Internet Type,
Tenure Group

Services,
Category
Payment Method

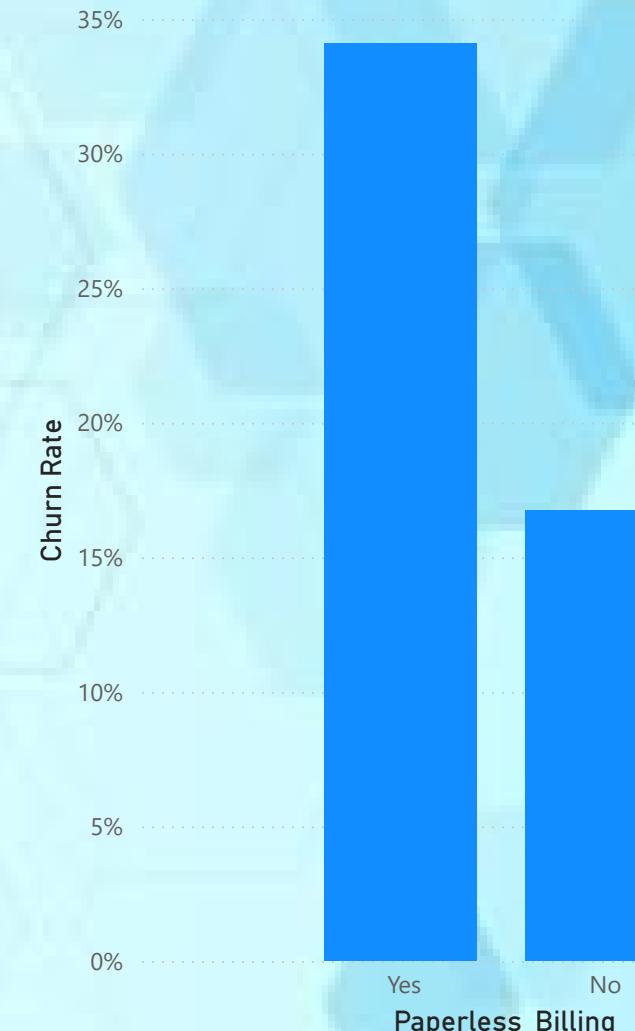
Churn tracker – Databel



Churn Rate by Unlimited_Data



Churn Rate by Paperless_Billing



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Overview

Age Group, Contract

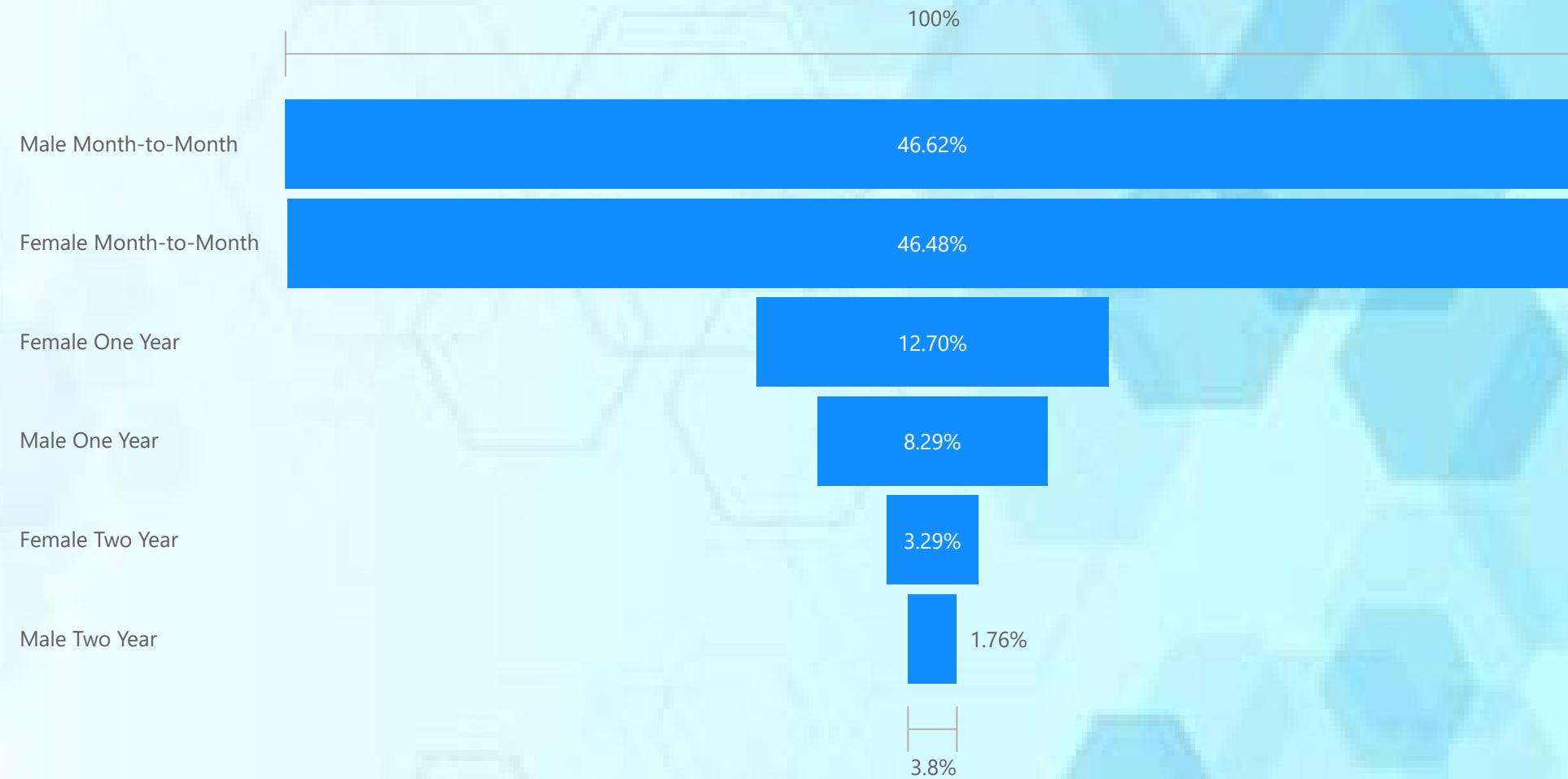
Gender, Internet Type, Tenure Group

Services, Category Payment Method

Churn tracker – Databel



Churn Rate by Gender and Contract



Overview

Age Group, Contract

Gender, Internet Type, Tenure Group

Services, Category Payment Method

Churn tracker – Databel



Total Churn and New Joiners by Age

● Total Churn ● New Joiners



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This dashboard doesn't just show who is leaving — it clearly tells us *why* they are leaving, and *what we can do to stop it*. With these insights, Databel can stop guessing and start taking smart steps to keep more customers, reduce losses, and grow stronger.

Thank You