

✓ Overview

An interactive Excel dashboard analyzing telecom customer data to identify patterns in churn behavior. Built using **Pivot Tables, Slicers, and Charts** for real-time filtering and exploration.

📊 Key KPI Metrics





- 👤 **Total Customers:** 7,043
- 🔄 **Churned Customers:** 1,869
- 📈 **Churn Rate:** 26.5%
- ⌚ **Average Tenure:** 32.37 months
- 💰 **Avg. Monthly Charges:** ₹64.76

📌 Dashboard Features

- 🔄 **Interactive Slicers:**
 - Payment Method, Gender, Contract, Internet Service, Senior Citizen
- 📈 **Dynamic Charts:**

- **Churn by Internet Type:** Most churn comes from **Fiber optic users**
- **Churn by Gender:** Male and female customers churn almost equally
- **Churn by Contract:**
 - Highest churn in **Month-to-Month** contracts (most flexible plan)
 - Lowest churn in **Two-Year** contracts
- **Monthly Charges vs Churn:**
 - Churned customers pay less (₹**61.27**) on average than retained ones (₹**74.44**)
- **Payment Method Distribution:**
 - Most customers pay via **Electronic Check** (also linked to higher churn)

Insights for Business

-  **Month-to-Month contracts** are highly volatile → Recommend loyalty incentives or bundling
-  Customers using **Electronic Checks** churn more → Promote auto-payment options
-  **Fiber Optic users** show higher churn → Investigate service quality or pricing
-  Both **genders churn equally** → Target churn strategies equally for male and female users

Tools Used

- Microsoft Excel (Online)
- Pivot Tables
- Pivot Charts
- Slicers
- Conditional Formatting

Dataset Source

Telco Customer Churn Dataset – Kaggle