

Customer Churn Analysis

Dashboard



Power BI | SQL Backend | Revenue & Risk Intelligence

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~ By Anirudha Das

Filters

All

Insight Box :-

Churn rate stands at 29.80%, with churned customers contributing disproportionately to total revenue. Support intensity and plan mix indicate behavioral risk patterns requiring targeted retention strategy.

Total Customers

1000

Active Customers

711

Churned Customers

289

Churned Rate

28.90%

Avg Support Load

1.94

Avg. Tenure Days

1240

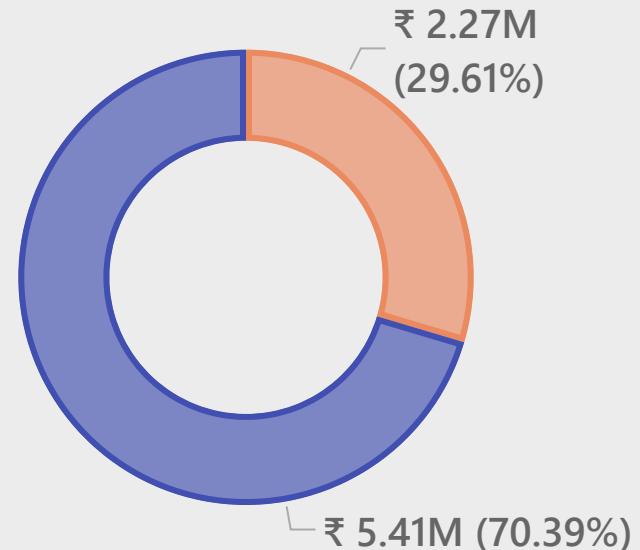
Avg. Resolution Time

7.42

Avg. Revenue per Customer

₹ 7.68K

Revenue Contribution: Active vs Churned Customers

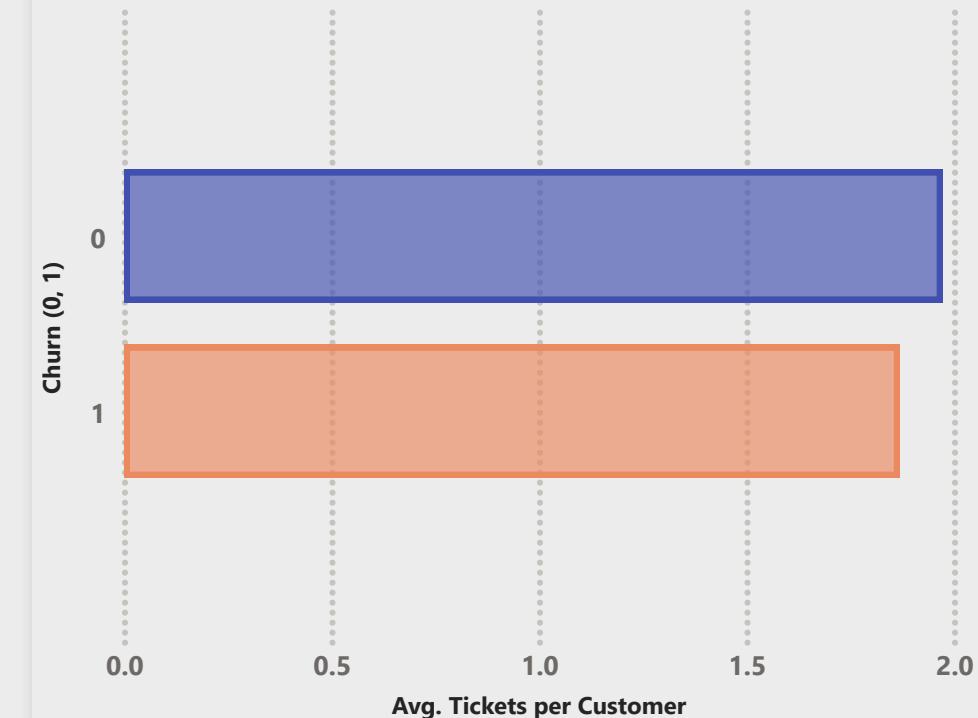


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● Revenue from Churned Customers ● Revenue from Active Customers

Avg Tenure vs Avg Support Load

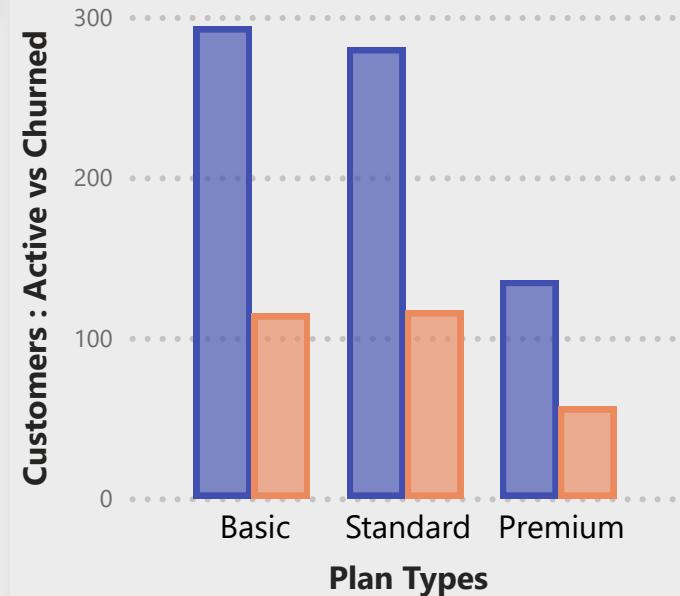


Filters

All

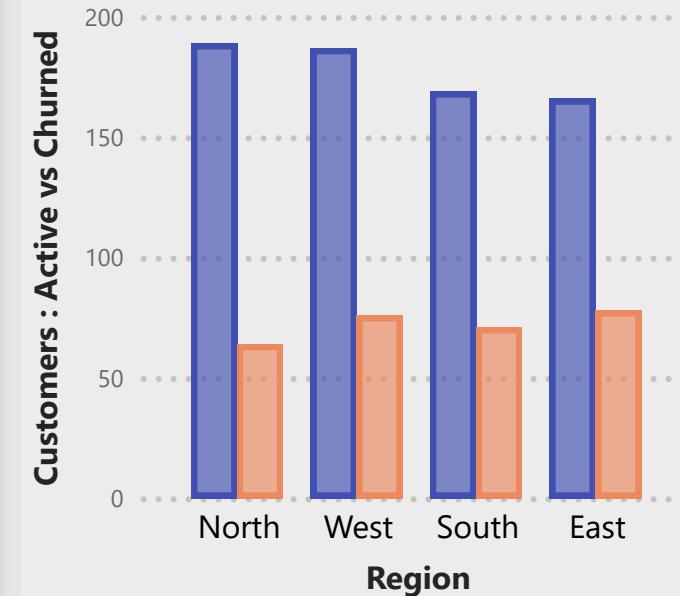
Churn Distribution by Plan Type

● Active Customers ● Churned Customers



Churn Distribution by Region

● Active Customers ● Churned Customers



Insight Box :-

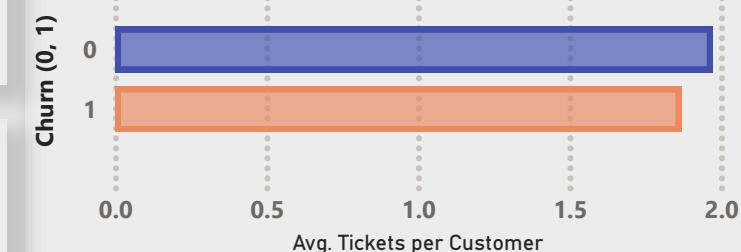
Churn is concentrated among higher-tier plans and specific regions. Customers with higher support interactions and shorter tenure exhibit elevated churn probability.

Churn by Payment Method

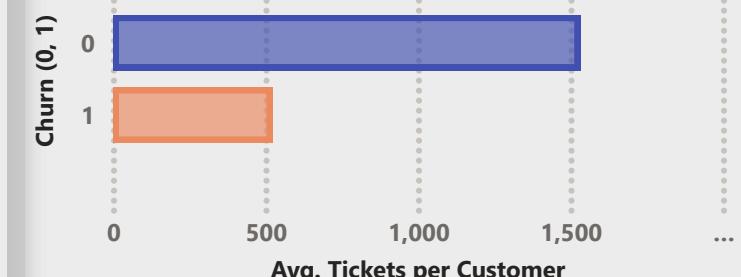
● Active Customers ● Churned Customers



Support Usage: Active vs Churned Customers



Customer Tenure Before Churn



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Filters

All

Total Revenue

₹ 7.68M

Active Revenue

₹ 5.41M

Churned Revenue

₹ 2.27M

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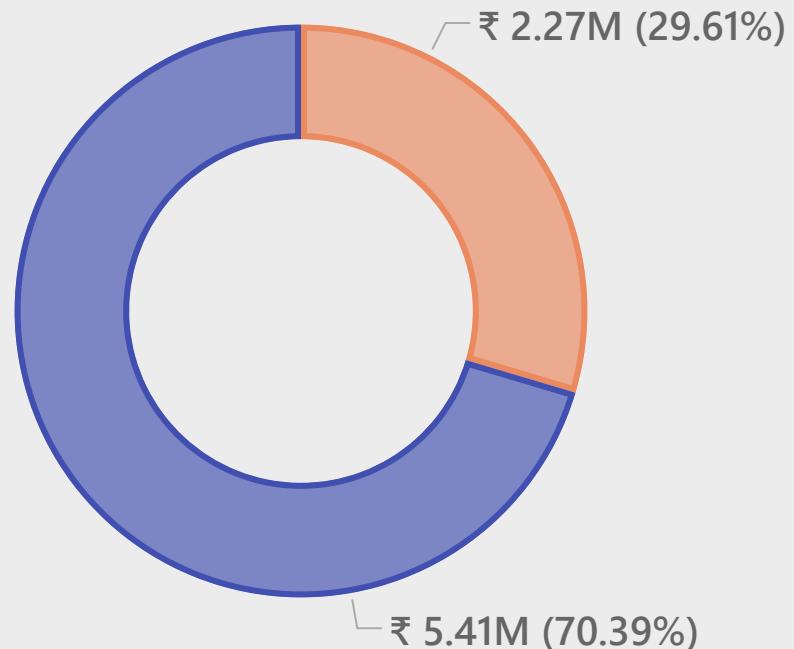
Revenue Impact by Plan Type

Plan Types	Total Customers	Churned Customers	Avg Revenue per Customer	Avg Tenure Days
Basic	409	115	7,908.88	1,247.71
Premium	193	57	7,384.19	1,225.23
Standard	398	117	7,596.43	1,239.52
Total	1000	289	7,683.26	1,240.11

Insight Box :-

Revenue loss is driven primarily by high-value churn segments. Targeted intervention for premium and high-engagement customers can significantly reduce revenue leakage.

Revenue Contribution: Active vs Churned Customers



● Revenue from Churned Customers ● Revenue from Active Customers

Revenue Impact by Plan Type

● Revenue from Active Customers ● Revenue from Churned Customers

