Customer Churn Analysis Dashboard

Power BI | SQL Backend | Revenue & Risk Intelligence

Start Presentation

~ By Anirudha Das

Total Customers
1000

Active Customers
711

Churned Customers
289

Churned Rate
28.90%

Avg Support Load
1.94

Avg. Tenure Days
1238
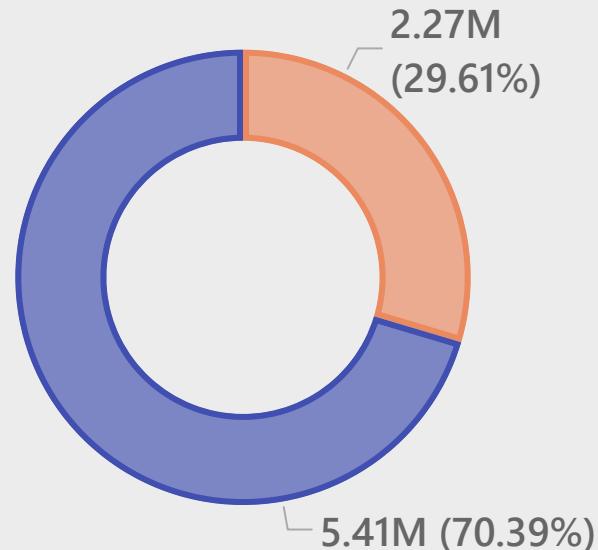
Avg. Resolution Time
7.42

Avg. Revenue per Customer
₹ 7.68K

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.

Revenue Contribution: Active vs Churned Customers

2.27M (29.61%)

5.41M (70.39%)
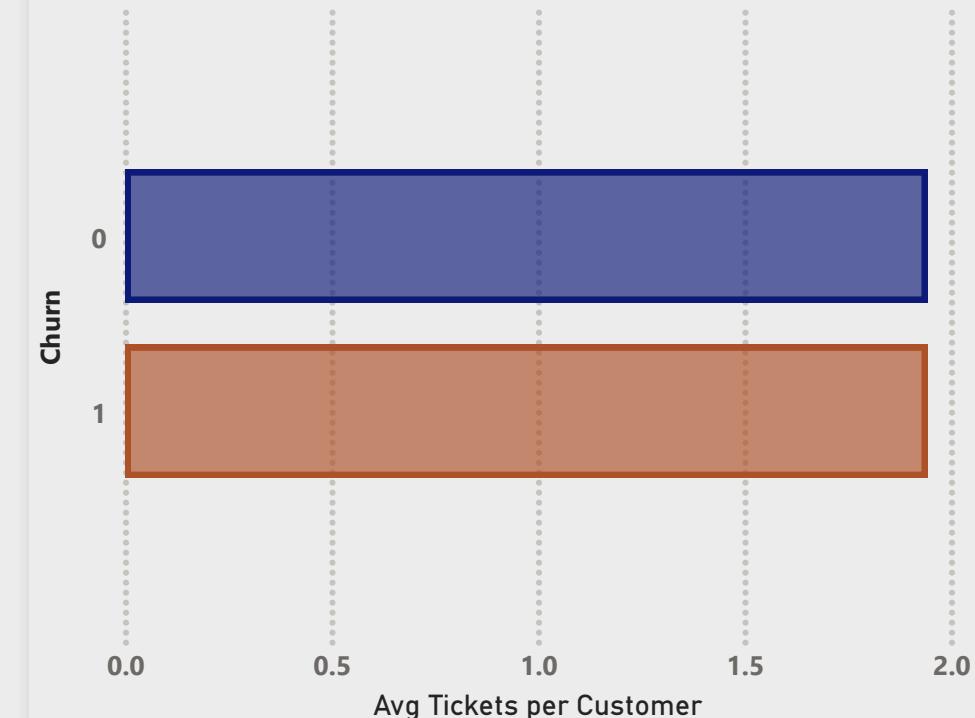
● Revenue from Churned Customers ● Revenue from Active Customers

Avg Tenure vs Avg Support Load

Churn

0

1

0.0   0.5   1.0   1.5   2.0
Avg Tickets per Customer
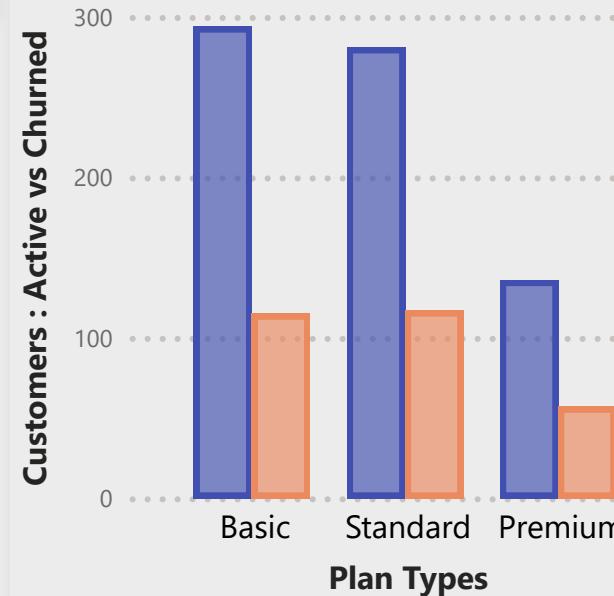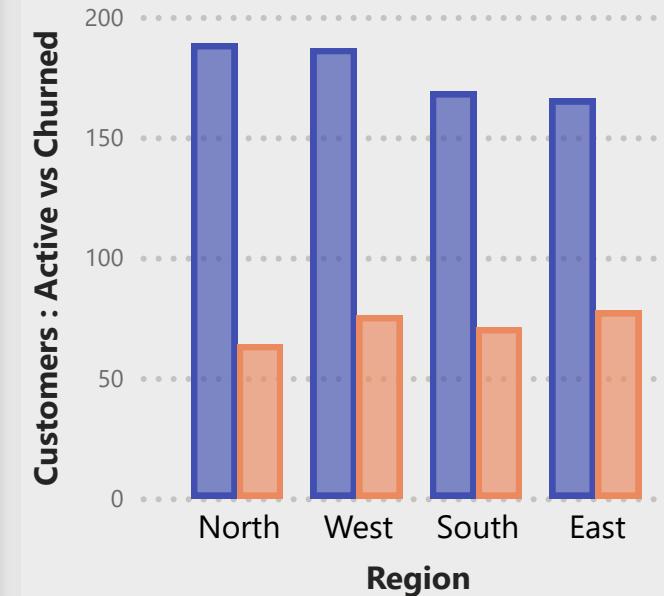
Churn Distribution by Plan Type

● Active Customers ● Churned Customers

Customers : Active vs Churned (y-axis: 0, 100, 200, 300)

Plan Types: Basic, Standard, Premium

Churn Distribution by Region

● Active Customers ● Churned Customers

Customers : Active vs Churned (y-axis: 0, 50, 100, 150, 200)

Region: North, West, South, East

Insight Box :-
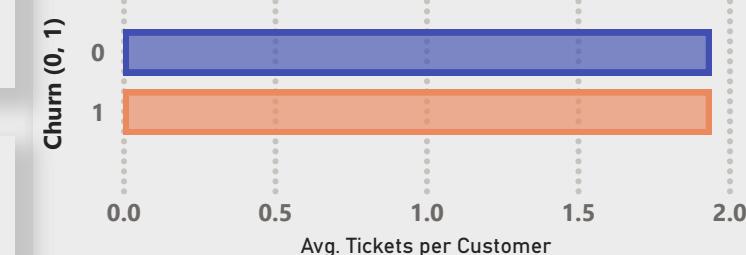
Churn is concentrated among higher-tier plans and specific regions. Customers with higher support interactions and shorter tenure exhibit elevated churn probability.
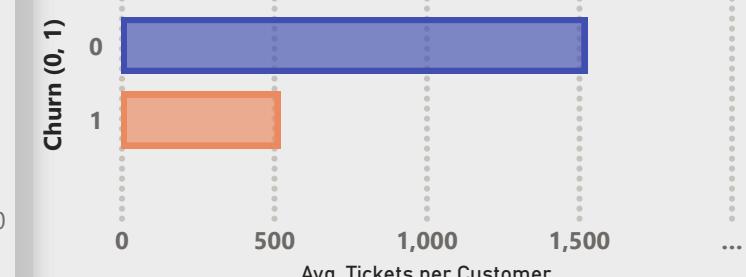
Support Usage: Active vs Churned Customers

Churn (0, 1): 0, 1

Avg. Tickets per Customer (x-axis: 0.0, 0.5, 1.0, 1.5, 2.0)

Churn by Payment Method

● Active Customers ● Churned Customers

Payment Method: Card, UPI, Wallet

Customers : Active vs Churned (x-axis: 0, 200, 400, 600, 800, 1000)

Customer Tenure Before Churn

Churn (0, 1): 0, 1

Avg. Tickets per Customer (x-axis: 0, 500, 1,000, 1,500 …)

Revenue Impact by Plan Type

Plan Types ▲	Total Customers	Churned Customers	Avg Revenue per Customer	Avg Tenure Days
Basic	409	115	7,908.88	1,245.55
Premium	193	57	7,384.19	1,223.12
Standard	398	117	7,596.43	1,237.40
Total	1000	289	7,683.26	1,237.98

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.

Total Revenue

₹ 7.68M

Active Revenue

₹ 5.41M

Churned Revenue

₹ 2.27M

Revenue Contribution: Active vs Churned Customers

2.27M (29.61%)

5.41M (70.39%)

● Revenue from Churned Customers   ● Revenue from Active Customers

Revenue Impact by Plan Type

● Revenue from Active Customers   ● Revenue from Churned Customers

Revenue (Active vs Churned)

Plan type: Basic, Standard, Premium