

# Image 1

Power BI Home Page

**Customer Churn Rate**

- Churn Rate (%): 9
- Churn Distribution by Gender:
  - Male: 54.1%
  - Female: 45.9%

**Contract Type**

- Month-to-month: 0
- One year: 100%
- Two year: 0

**Total Customers**: 570

**Churn by Internet Service**

- DSL: 53

**Churned Customers**: 53

**Payment Method Analysis**

**Churn by Partner Status**

- No Partner: 1.8K
- Has Partner: 2.4K

**Count of customerID by tenure**

**Payment Method Analysis**

- Electronic: 1.1K
- Mailed ch.: 1.0K
- Bank tran.: 1.0K
- Credit card: 1.0K

**Values**

- Add data fields here
- Drill through
- Cross-report (Off)
- Keep all filters (On)
- Add drill-through fields here

**Visualizations**

**Data**

Search: Telco\_Customer\_Churn\_Dataset

- Σ AvgMonthlyCharge
- Churn
- Churn Rate (%)
- Churn Rate by Category
- Churn Rate by Contract
- Churned Customers
- Contract
- customerID
- Dependents
- DeviceProtection
- gender
- InternetService
- Σ MonthlyCharges
- MultipleLines
- OnlineBackup
- OnlineSecurity
- PaperlessBilling
- Partner
- PaymentMethod
- PhoneService
- Retained Customers
- Retention Rate (%)

# Image 2

Power BI Home Page

**Retained Customers**: 5K

**Churn by Partner Status**

- No Partner: 1.8K
- Has Partner: 2.4K

**Count of customerID by tenure**

**Payment Method Analysis**

- Electronic: 1.1K
- Mailed ch.: 1.0K
- Bank tran.: 1.0K
- Credit card: 1.0K

**Filters**

**Visualizations**

**Data**

Search: Telco\_Customer\_Churn\_Dataset

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- PaymentMethod
- PhoneService
- Retained Customers
- Retention Rate (%)