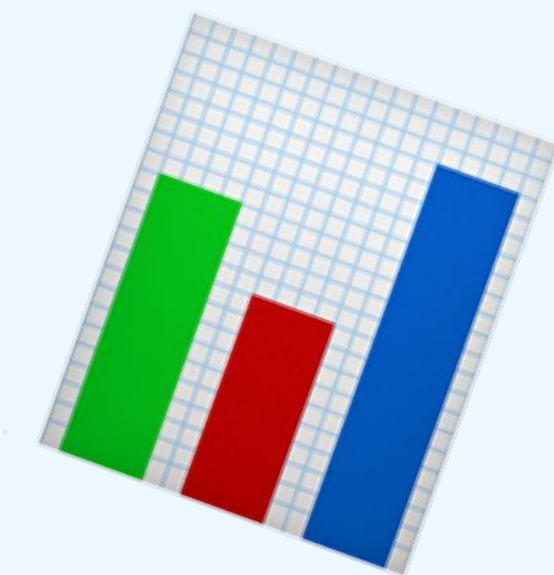
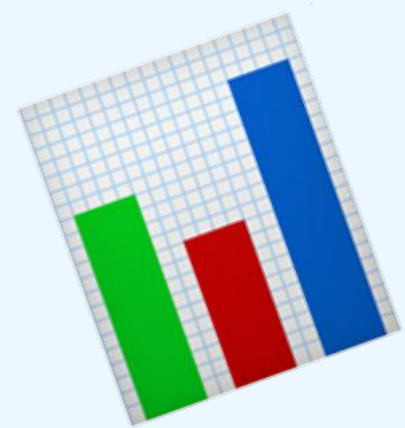




Understanding Telco Churn Customer

An Insight-Based Dashboard





What Is the Purpose of This Project?

Sometimes, customers do not leave because they are unhappy. **They just do not get a good enough reason to stay.** That is exactly what I wanted to explore in this project.

From the **Telco customer** data, I found that **26.5% of customers churned**, meaning they stopped their subscription. Instead of jumping straight into predictions, I asked a simple question:

Who is most likely to leave, and why?





What Kind of Data Are We Working With?

The data is **clean**, with no missing values. Relevant columns are grouped as follows:

- Demographics: **gender, SeniorCitizen, Partner, Dependents**
- Services: **InternetService, PhoneService, StreamingTV, etc.**
- Financials: **MonthlyCharges, TotalCharges**
- Contract & Timeline: **Contract, tenure, PaperlessBilling**
- Target: **Churn (Yes / No)**



I used **Python** for the **exploratory analysis**, and all key insights were later presented through a dashboard.



Can We Recognize a Pattern?

After digging into the data, some **churn patterns** became quite clear.
Here is what I found:

- Customers on **month-to-month** contracts have the **highest churn rate (42.7%)** compared to long-term contracts
- **Most churn** cases happen during the **first 0–2 months** of service
- Customers using **Fiber Optic** tend to churn more than those on DSL
- Most **churn** events **occurred** in the **younger age group**
- Churn increases significantly when **MonthlyCharges** exceed 90





How I Present the Insights ✨

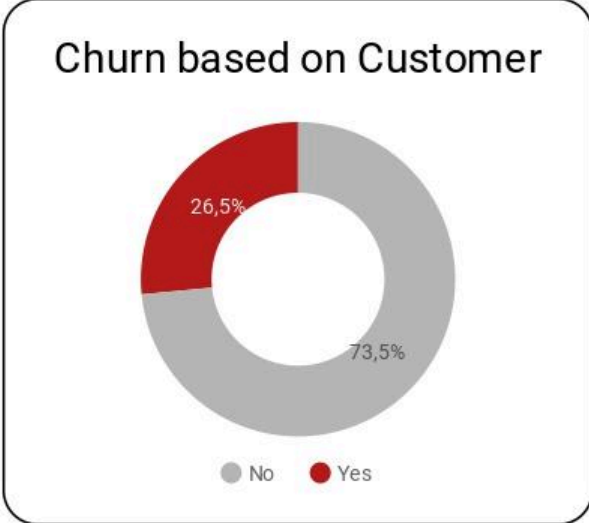
I visualized everything through a **Looker Studio dashboard**. The dashboard includes:

- **Overall churn rate (26.5%)**
- Churn breakdown by **contract type, tenure, and internet service**
- Boxplot showing churn **trends across monthly charges**
- **Demographic insights** related to churn behavior

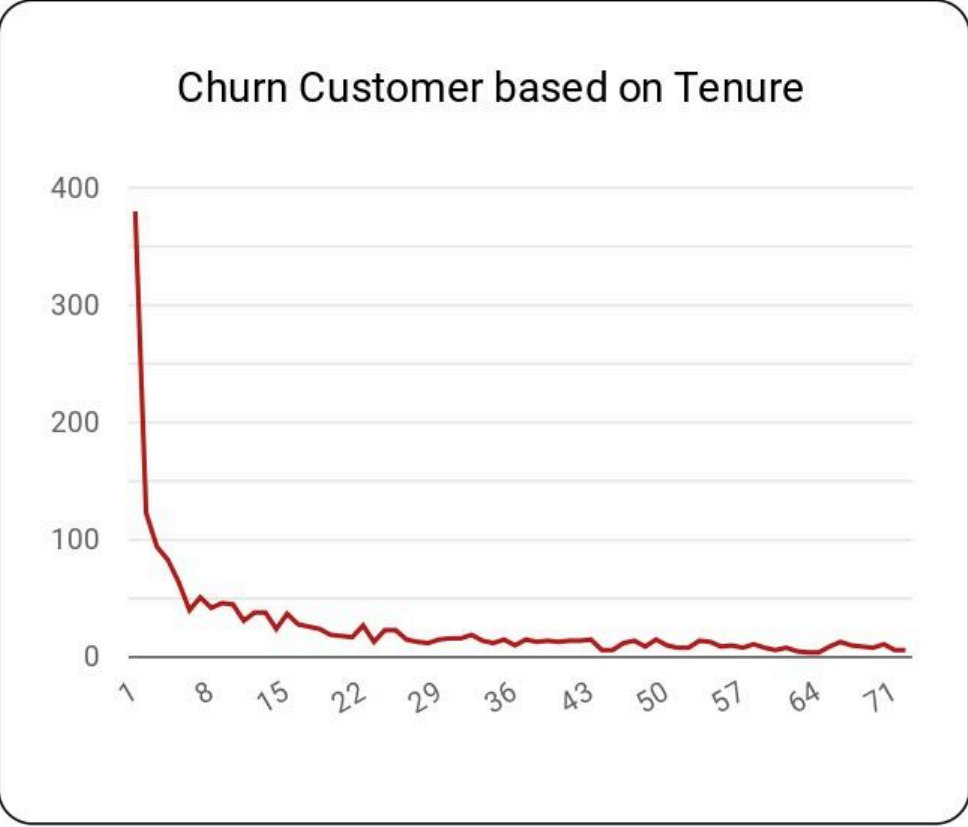
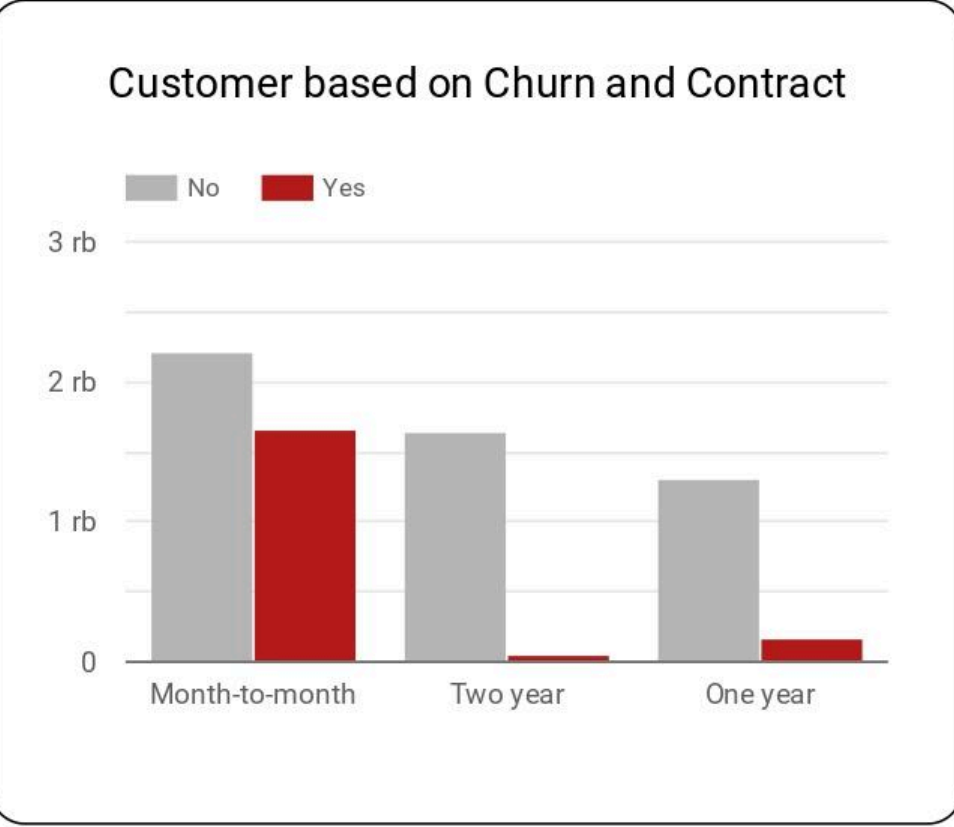




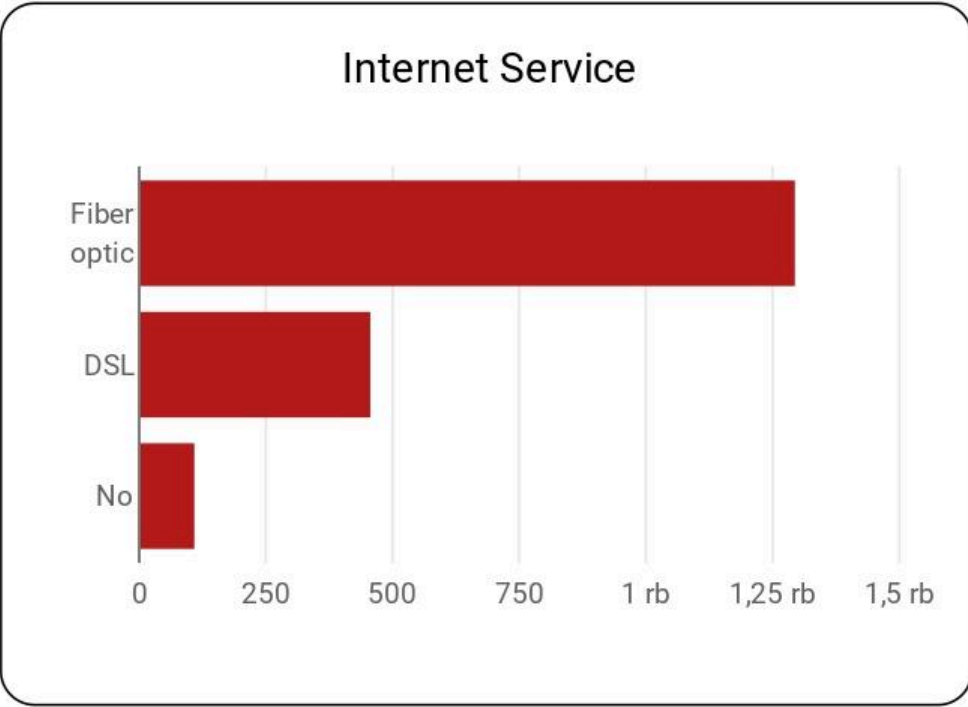
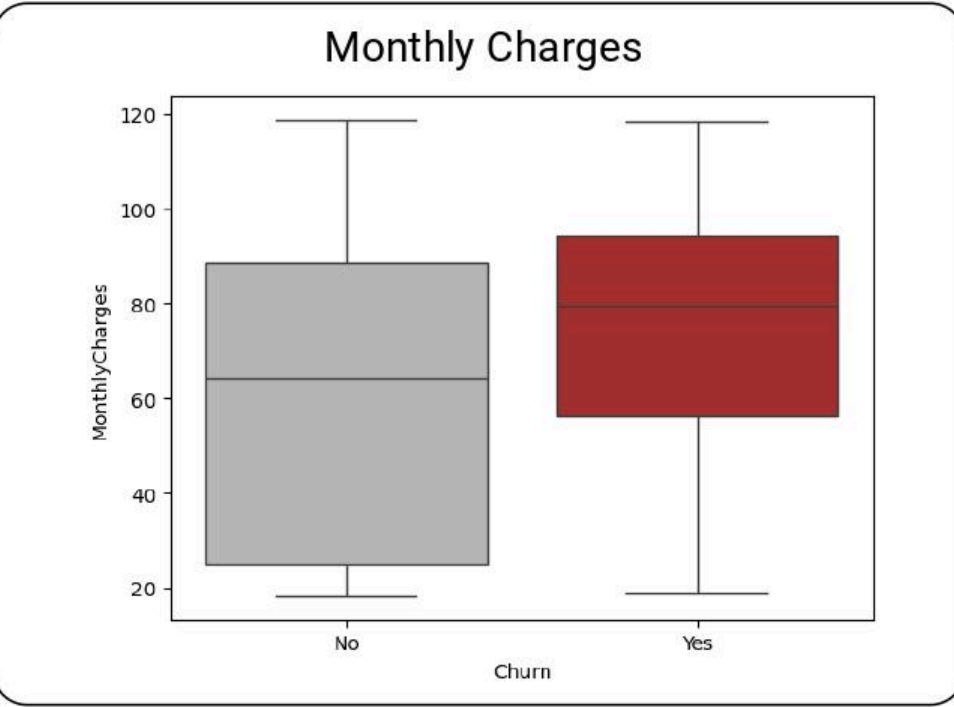
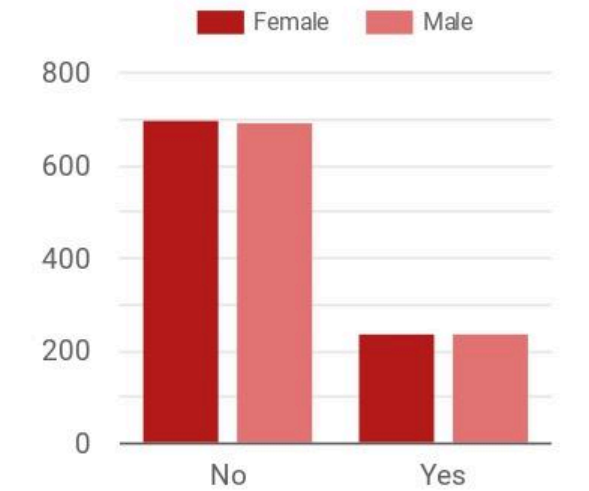
Telco Churn Customer



About 1 in 4 customers leave the service. This is a concern, especially for early-stage customers and customers with short-term contracts.



Demographic by Senior Citizen



What Should the Business Do About It?

- Customers in their first **0–5 months** tend to churn more, this early period may **deserve extra attention**
- **Encourage month-to-month customers to switch to longer-term** contracts using promotions or discounts
- **Review** the experience and pricing of the **Fiber Optic service**
- Develop more **accessible communication** and support for customers, such as digital guidance or more patient customer service