

# Customer Churn Analysis Dashboard

7043

Total Customers

1869

Churned Customers

27%

Overall Churn Rate

32

Average Tenure (Months)

£65

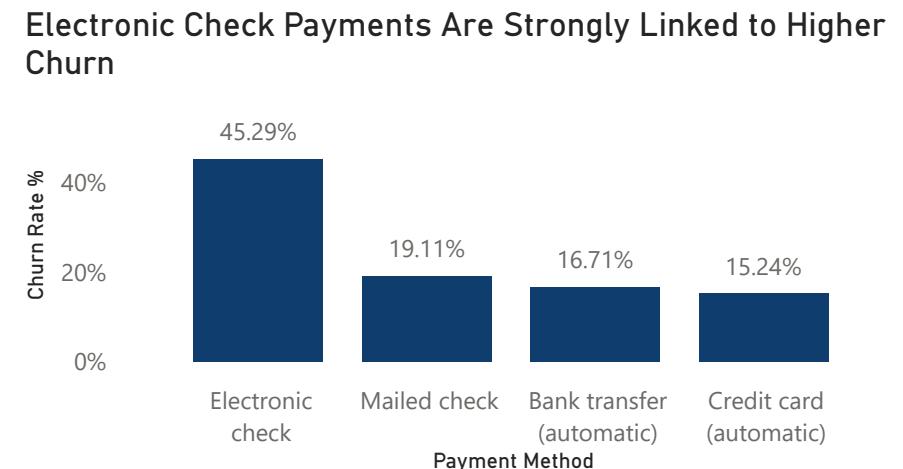
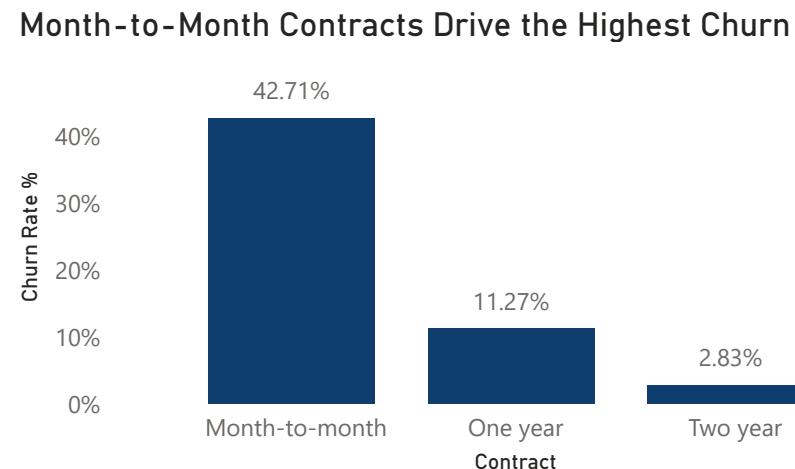
Average Monthly Charges

## Key Business Insights

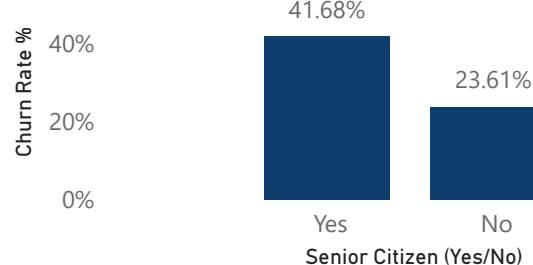
- Churn is highest in the first 12 months, with nearly half of new customers leaving early.
- Month-to-month contracts drive the majority of churn compared to long-term contracts.
- Customers using electronic check payments churn at significantly higher rates than automated methods.
- Churned customers have, on average, much shorter tenure than retained customers.

Contract      Payment      Internet Service





## Senior Citizens Are More Likely to Churn Than Non-Senior Customers



## Customer Churn Decreases as Tenure Increases



## Churned Customers Have Significantly Shorter Tenure

