DASHBOARD 1:

Customer count by tenure

- Most customers are new; churn is higher in these early months.
- As time with the company grows, churn gets smaller.
- Middle-tenure groups churn less than very new users.
- Long-tenure customers mostly stay.
- Focus help on the first year to keep more customers.

Tenure histogram

- The dataset has more short-tenure customers than long-tenure ones.
- High-tenure buckets are mainly non-churners.
- Early buckets mix churners and non-churners; spot risk early.
- Watching rises in short-tenure counts can warn of churn spikes.
- Move more people into longer tenures with better onboarding.

Avg monthly charges vs tenure

- Churners usually pay more per month than non-churners.
- Price pain is strongest for new customers.
- Bills feel steadier for long-tenure users, and churn is lower.
- Offer right-sized plans or small discounts to high-bill newbies.
- Test offers to see what really reduces churn.

Churn trend over time

- The line jumps at some points, then settles back.
- Spikes often follow events like price changes or outages.
- Long flat levels mean ongoing issues like pricing or contract mix.
- Use tenure and bill patterns to predict coming spikes.
- Review each spike monthly and log the cause.

Contract type and technology

- Month-to-month contracts churn the most.
- One-year and two-year contracts churn less.
- Fiber users on flexible contracts show more churn than DSL.
- Run upgrade offers for month-to-month customers.
- Prioritize new fiber users on month-to-month for retention.

DASHBOARD 2:

Payment method

- Electronic check users show the highest churn share; other methods are lower.
- Bank transfer and credit card (automatic) link with lower churn risk.
- Improving payment experience can directly reduce churn.

Device protection

- Customers without device protection churn more than those with protection.
- Protection plans likely increase perceived value and stickiness.
- Cross-sell protection to new users to lower early churn.

Type of contracts

- Month-to-month contracts have the highest churn; longer terms have less.
- Upgrade paths to one- or two-year terms can reduce risk.
- Incentives at renewal help convert flexible contracts.

Streaming movies

- Streaming add-ons correlate with active internet use; churn varies by service quality.
- Bundling streaming with stable pricing can aid retention.
- Monitor service incidents that impact heavy streamers.

Paperless billing

- Paperless users tend to churn differently by segment; billing clarity matters.
- Transparent, timely e-bills reduce disputes and exits.
- Promote paperless with alerts to prevent bill shock.

Streaming TV

- Streaming TV adoption is balanced; churn depends on network quality and pricing.
- High-data users need proactive support to avoid frustration.
- Tailored plans for streamers improve satisfaction.

Tech support

- Lack of tech support links to higher churn; access reduces exits.
- 24/7, omnichannel support can cut churn materially.
- Track support tickets as early churn signals.

Internet service users (Fiber vs DSL)

- Fiber users form a larger share; quality expectations are higher.
- DSL may see churn from speed limits; upgrades can help.
- Communicate reliability improvements to retain both groups.

Subscription time (tenure bins)

- Most churn occurs at short tenure; risk drops as tenure grows.
- Early-life onboarding is the biggest lever.
- Watch any late-tenure spikes around renewals.

Churned customers by gender

- Churn is similar across genders with minimal difference.
- Retention should focus on behaviors, not gender.
- Segment by tenure, contract, and payment instead.

Churned customers vs payment method (tree map)

- Electronic check occupies the largest churn block.
- Mailed check and bank transfer contribute less than electronic check.
- Push automatic payments and reduce friction to lower churn.

DASHBOARD 3:

Churn by category

- Month-to-month shows the most churners; one- and two-year categories have fewer churners.
- Overall churn concentration aligns with flexible contracts.
- Prioritize conversion from month-to-month to longer terms.

Internet service vs churned customer

- Fiber-optic users make up a larger share of churned internet customers than DSL.
- Higher expectations on fiber can drive switches when service disappoints.
- Proactive quality and outage communications are key for fiber cohorts.

Paperless billing vs churn

- Paperless billing has more churners than paper billing in this view.
- Billing clarity and timely notifications can reduce exits.
- Use alerts and spend summaries to prevent bill shock.

Type of contract (line+bars)

- Churn rate is highest on month-to-month (~46% in chart) and drops sharply on one-year and two-year terms.
- Customer counts are also largest in month-to-month, amplifying impact.
- Target upgrades at renewal with price assurance.

Monthly charges by internet service

- Most monthly charges revenue ties to fiber users, followed by DSL.
- Fiber churn impacts a high-value segment; retention lift here pays back.
- Consider fiber loyalty perks to protect ARPU.

Contract type vs churn (donut)

- Month-to-month accounts for the majority of churn events in the split.
- Longer contracts represent a smaller slice of churn.
- Strengthen win-back and save offers for month-to-month.

Churn by payment method (combo chart)

- Electronic check has the highest churn rate by far; auto-pay methods are lower.
- Encourage bank transfer/credit card auto-pay to cut churn.
- Reduce friction and fees on electronic check users.

Years of contract (combo chart)

- Churn rate declines as years with contract increase, with a small bump mid-tenure.
- Monthly charges trend stabilizes as tenure rises.
- Focus onboarding and early-tenure care to prevent early exits.

Phone service vs churn (donut)

- Most churned customers also have phone service; absence is a minority.
- Multi-service bundles may still churn if core internet experience lags.
- Review bundle value and service quality for at-risk users.

Churn by contract category (top left grouped)

- Within each category, churners dominate flexible plans.
- One- and two-year categories show lower churn bars.
- Use targeted retention by contract segment.

Overall takeaway across visuals

- Biggest churn drivers here: month-to-month terms, fiber internet dissatisfaction, and electronic check payments.
- Quick wins: promote auto-pay, upgrade contracts, and improve fiber experience and comms.