

Customer Churn Risk & Retention Performance Dashboard

Charge Segment ▾

- ☐ High
- ☐ Low
- ☐ Medium

Tenure

228K

Total Charges

16.06M

Monthly Charges

455.66K

Senior Citizen

1K

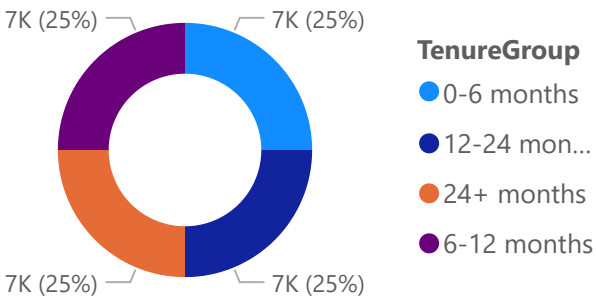
Contract ▾

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

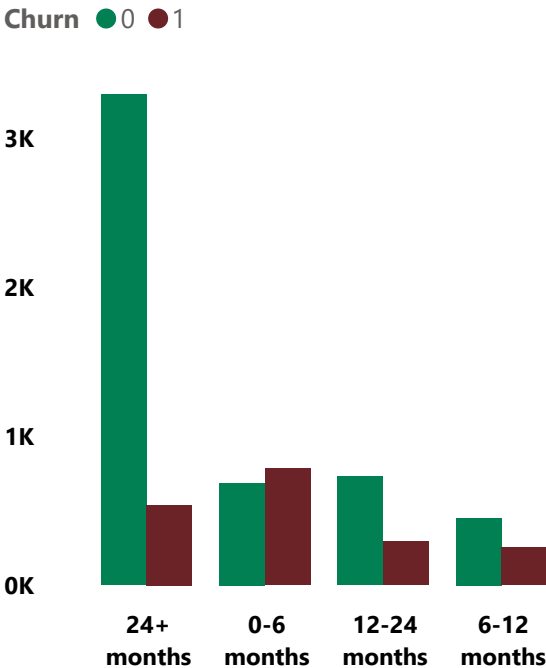
Tenure Group ▾

- ☐ High
- ☐ Low
- ☐ Medium

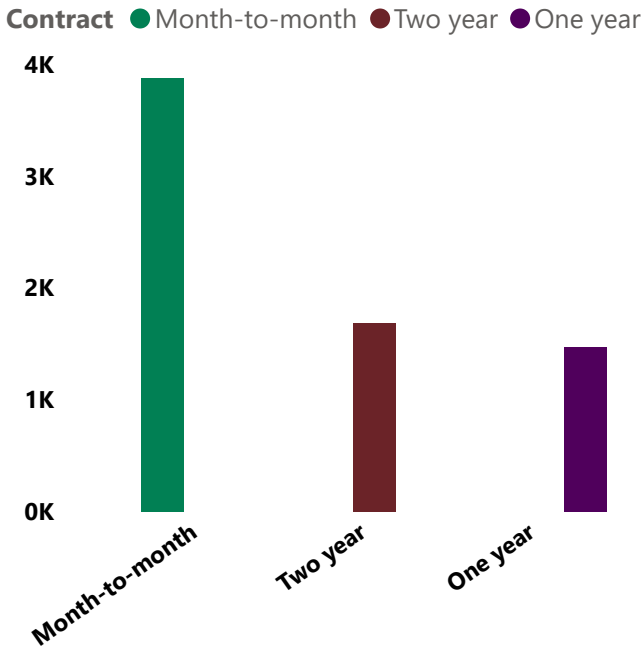
Retention vs Churn Split



Churn by Customer Tenure



Retention vs Churn Split



Charge Segment

- ☐ High
- ☐ Low
- ☐ Medium

Contract

- ☐ Month-to-month
- ☐ One year
- ☐ Two year

Tenure Group

- ☐ High
- ☐ Low
- ☐ Medium

Total Customers	Sum of Churn_Probability	Sum of MonthlyCharges	TenureGroup	Contract
1537	519.31	4,55,661.00	24+ months	Two year
1413	519.31	4,55,661.00	0-6 months	Month-to-month
1152	519.31	4,55,661.00	24+ months	One year
1144	519.31	4,55,661.00	24+ months	Month-to-month
737	519.31	4,55,661.00	12-24 months	Month-to-month
581	519.31	4,55,661.00	6-12 months	Month-to-month
197	519.31	4,55,661.00	12-24 months	One year
90	519.31	4,55,661.00	12-24 months	Two year
85	519.31	4,55,661.00	6-12 months	One year
39	519.31	4,55,661.00	6-12 months	Two year
38	519.31	4,55,661.00	0-6 months	One year
19	519.31	4,55,661.00	0-6 months	Two year
7032	519.31	4,55,661.00		

High-risk churn customers are concentrated among high-charge, month-to-month users, enabling targeted retention actions.

The histogram shows the distribution of churn risk across customers, helping identify how many users fall into high-risk categories.

Retention vs Churn Split

Sum of Churn Sum of MonthlyCharges

0.4M

0.2M

0.0M



Retention vs Churn Split

