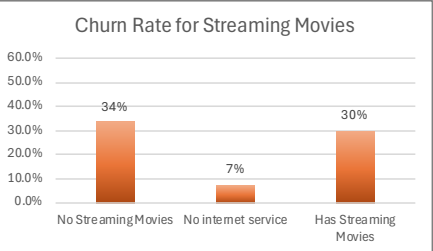
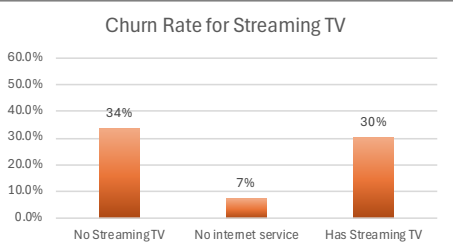
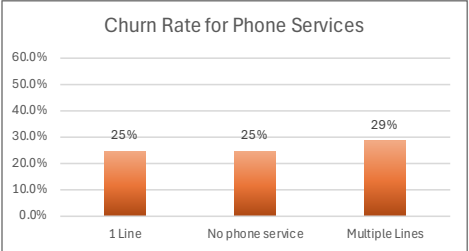
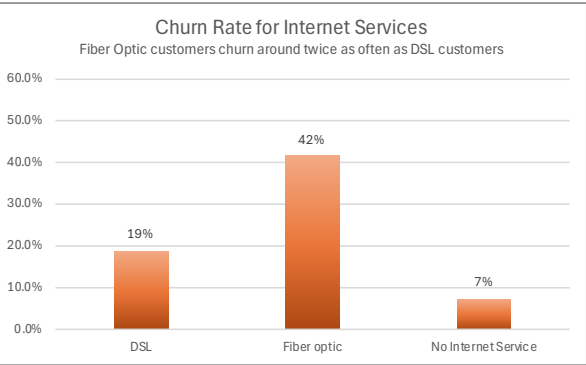
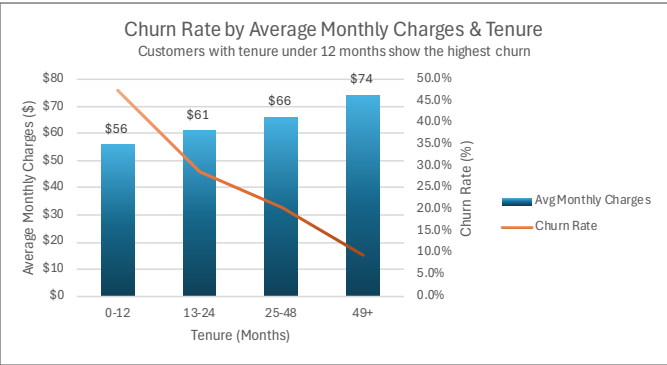
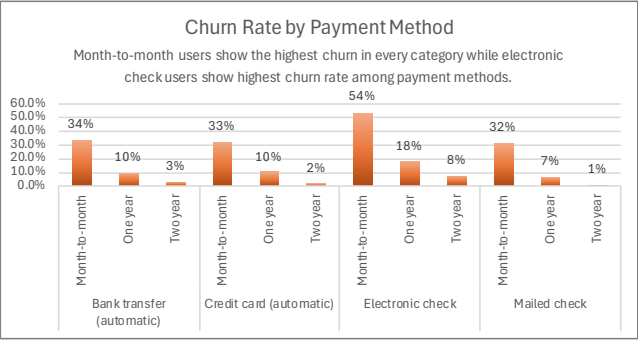
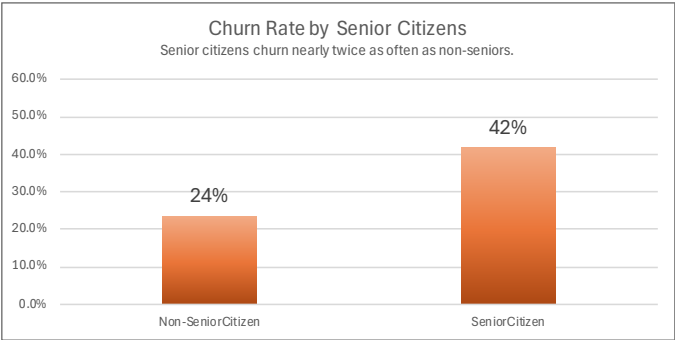


Customer Churn Rate Dashboard



Churn breakdown by demographic, service, and contract factors.



Key Insights

- Overall Churn:** The overall customer churn rate is **27%**, meaning over one-quarter of customers discontinued services.
- Demographics:** **Senior citizens** churn nearly twice as often (41.7%) as non-seniors (23.6%), suggesting age-related factors.
- Tenure Impact:** Customers with **tenure under 12 months** show the **highest churn**, confirming the need for stronger early retention focus.
- Payment Method:** Customers paying **month-to-month** show **significantly higher churn** compared to other payment frequencies. Additionally, using **electronic checks** have the **highest churn (63.7%)**, while those paying via **bank transfer or mailed checks** churn the least, suggesting trust or payment-security perception issue.
- Internet Services:** **Fiber Optic** customers have a significantly higher churn rate ($\approx 42\%$) compared to **DSL** ($\approx 19\%$), possibly due to higher costs or service issues.
- Add-On Services:** Customers **without online security, backup, or device protection** churn up to 50% more, highlighting a key selling opportunity to focus.
- Streaming Services:** Customers **without streaming TV or movie add-ons** have notably higher churn, confirming bundled entertainment options can

Key Takeaways

- Churn is concentrated among** senior customers, short-tenure users, **month-to-month subscribers**, and those **paying by electronic check**. These segments require focused retention initiatives.
- Month-to-month customers** represent the highest churn across all payment types, emphasizing the need to **encourage longer contract commitments** through incentives and loyalty programs.
- Promote auto-pay or multi-year payment plans** (credit/debit, bank transfer) to lower churn linked to manual billing and perceived payment friction.
- Fiber-optic plans** show the greatest attrition; review pricing, onboarding, and technical reliability to improve retention.
- Bundle add-on services** (e.g., *Fiber + Online Security* or *Streaming Add-Ons*) to enhance customer stickiness and satisfaction.
- Supplement churn analytics with targeted surveys to validate behavioral insights among high-risk customer groups (e.g., month-to-month or senior customers).
- Introduce senior-friendly support and simplified billing** to improve trust and reduce confusion in older demographics.
- Prioritize early retention** by targeting new customers (< 12 months tenure) with welcome campaigns and personalized engagement.