| Final Project by FTDS - SBY Batch 1 | Customer Churn Analysis Dashboard |

The main goal of creating this dashboard is to identify and understand the factors that contribute to the level of customer churn in this dataset. Create clear and informative visualizations. Provide in-depth insights / suggestions to the management team to support better decision making.
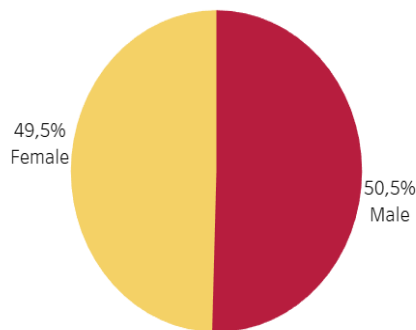
7032 POPULATION

Churn Count
| No | 5.163 |
| Yes | 1.869 |

26,5% Churn Percentage

Demographic Analysis :

49,5% Female
50,5% Male

Senior Citizen
| No | 83,8% |
| Yes | 16,2% |

Having Partner
| Yes | 48,3% |
| No | 51,7% |

Having Dependents
| No | 70,2% |
| Yes | 29,8% |

Churn by Customer Tenure

Churn
No
Yes

16,2%
14,7%
10,4%
9,3%
8,8%
10,1%
18,7%
4,2%
2,6%
2,1%
1,7%
1,3%
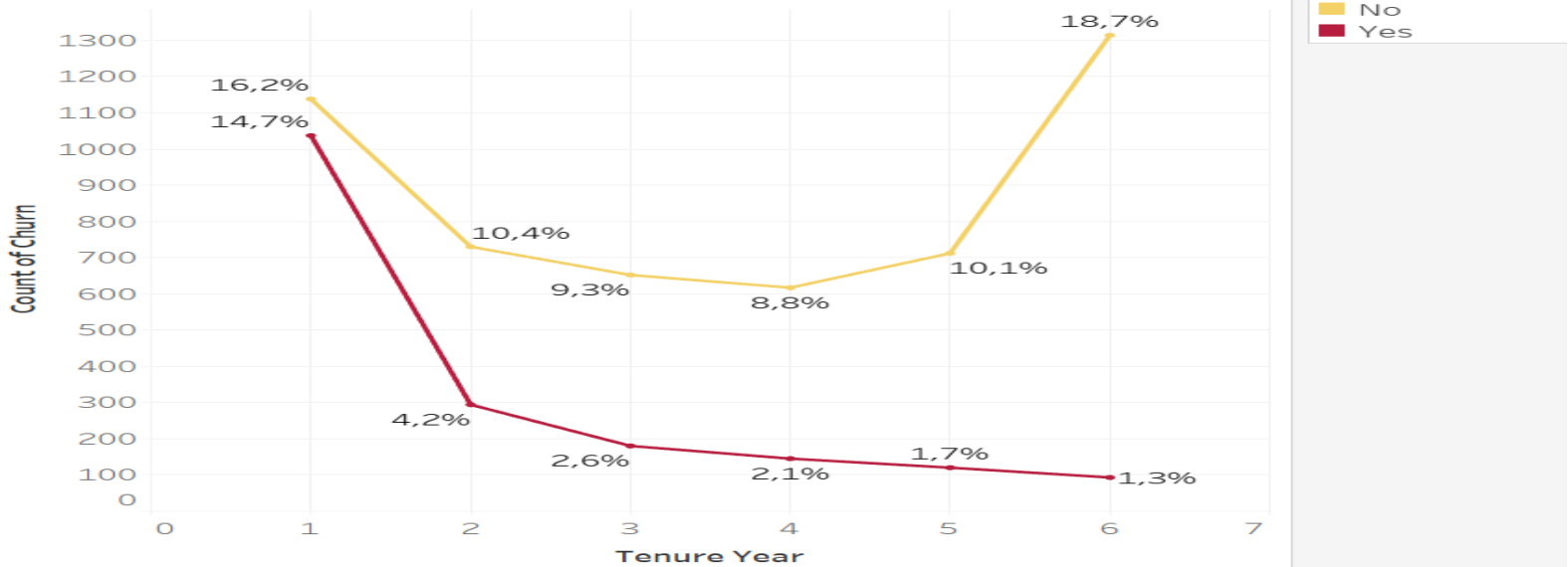
Churn by Customer Monthly Charge Rate

Yes

Monthly Charges Cat
High Expense
Low Expense
Medium Expense
Medium High Expense

8,7%
17,5%
30,5%
43,3%

Churn by Payment Method

Bank transfer (automatic)
Credit card (automatic)
Electronic check
Mailed check

18,3%
18,3%
18,4%
18,4%
3,7%
3,3%
15,2%
4,4%
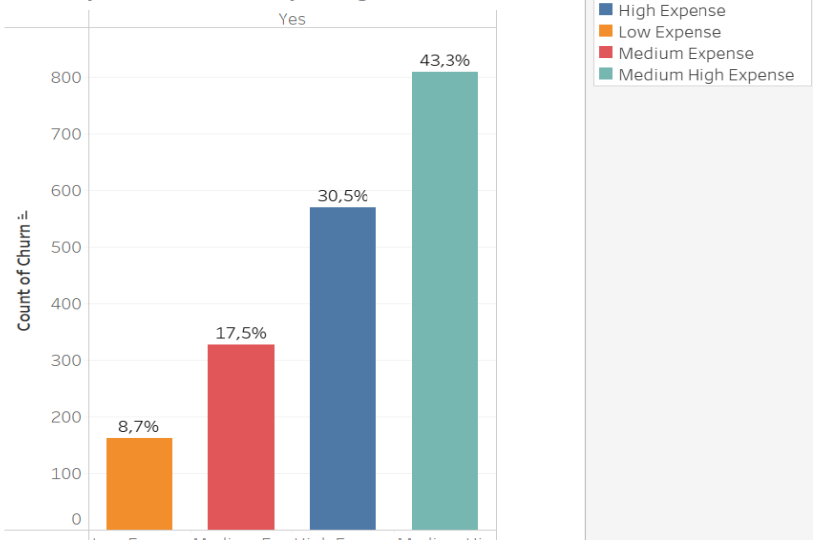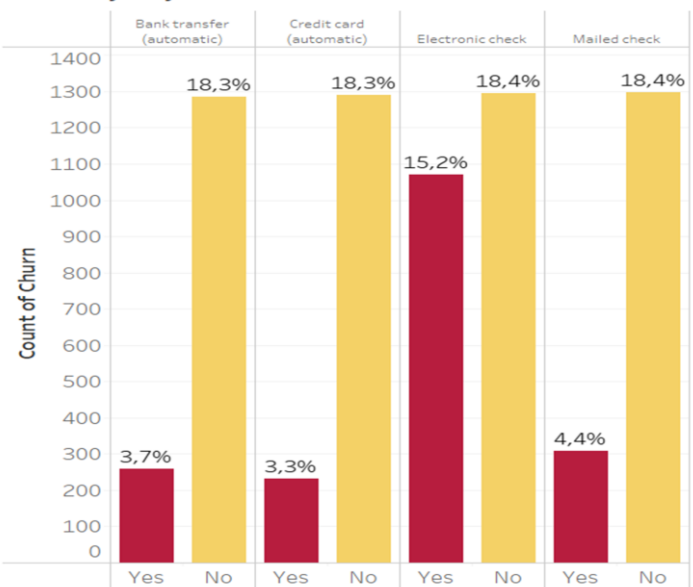
Churn by Customer Internet Service

DSL
Fiber optic
No

27,8%
25,6%
20,0%
6,5%
18,4%
1,6%