

### Identifying key drivers of customer churn using usage, pricing, and satisfaction metrics

The trend of Churn Rate (Clean) for Months on Network (bin). Details are shown for Months on Network (bin). The data is filtered on Months on Network (bin), which keeps 20 of 20 members. The view is filtered on count of telecom\_data.csv, which includes values greater than or equal to 15. "This dashboard analyzes customer churn drivers using tenure, pricing, and satisfaction. We see churn is highest in early tenure, suggesting onboarding risk. Churned customers also show low satisfaction (avg 3.0), indicating dissatisfaction is a key churn driver. As tenure increases, churn stabilizes, highlighting the importance of early-stage retention strategies."