

Customer Churn & Retention Analysis – Telecom Dataset

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

Total Customers

49

Avg Monthly Charges

\$4,697

**Avg Satisfaction
(Churned Customers)**

2.9

Total Charges

\$248,360

Churn Rate by Customer Tenure

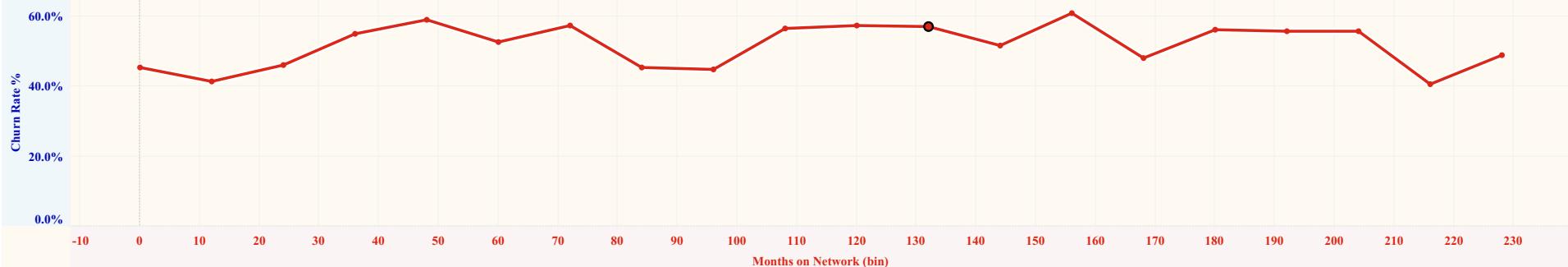
Churn is highest in early tenure and stabilizes over time

Insight

Customer churn is highest during the early months of service.
As tenure increases, churn rates stabilize, indicating stronger customer retention among long-term customers.

Business Implication

Early-stage retention strategies are critical to reducing overall churn.



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."