

CUSTOMER CHURN RISK ANALYSIS DASHBOARD

CHURN

- ☐ No
- ☐ Yes

INTERNET SERVICE

- ☐ DSL
- ☐ Fiber optic

TENURE

All

CONTRACT

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

7043

Total Customers

26.54%

Churn Rate

\$16.06M

Yearly Charges

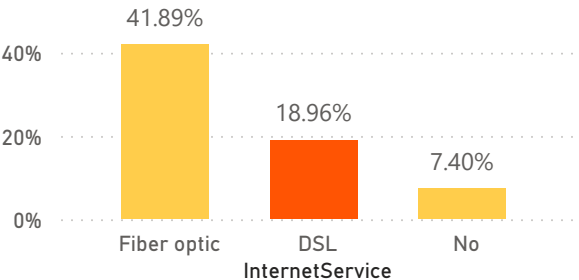
3632

Admin Tickets

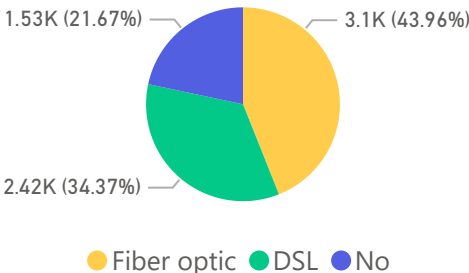
2955

Tech Tickets

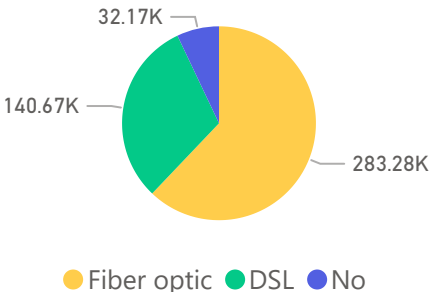
Churn Rate BY Type of Internet Service



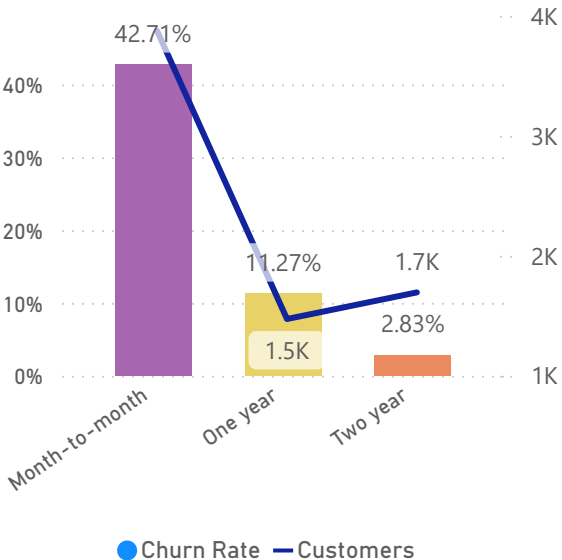
Of Customers by Internet Service



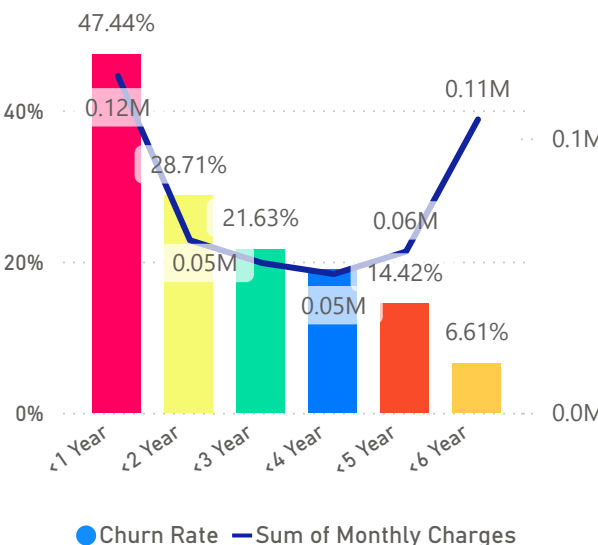
Sum of Monthly Charges



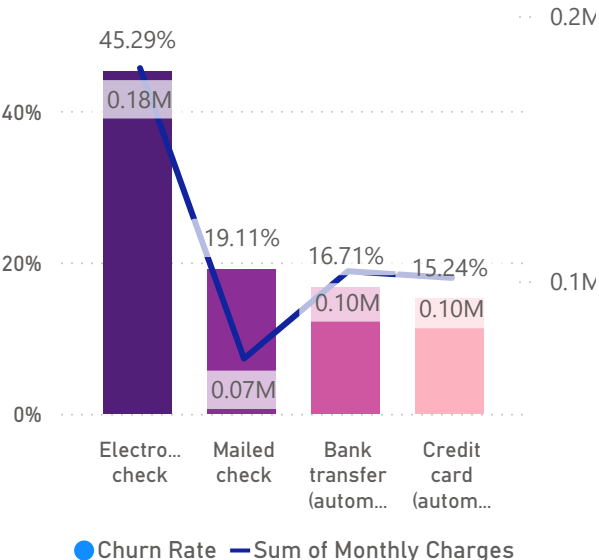
Type Of Contract



Years of Contract



Churn by Payment Method



CUSTOMER CHURN DASHBOARD

1869

CUSTOMERS AT RISK

2173

OF TECH TICKETS

885

ADMIN TICKETS

\$2.86M

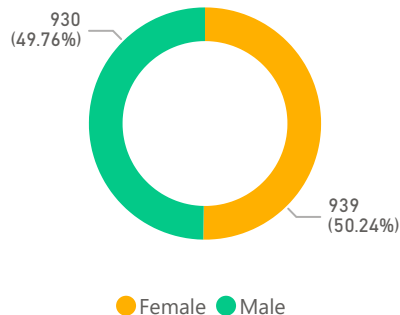
YEARLY CHARGES

139.13K

MONTHLY CHARGES

DEMOGRAPHICS BY GENDER

CHURNED CUSTOMERS BY GENDER



25%

Senior Citizen

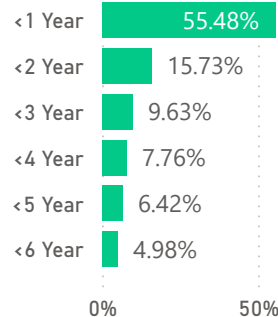
36%

Partner

17%

Dependents

Tenure Time



SUBSCRIBED SERVICES

17%

Tech Support

44%

Streaming TV

44%

Streaming Movies

29%

Device Protection

28%

Online Backup

16%

Online Security

91%

Phone Service

Multiple Lines

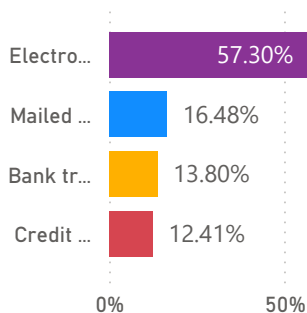


50.03%
Yes

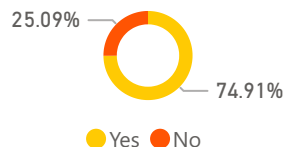
49.97%
No

CUSTOMER ACCOUNT INFORMATION

PAYMENT METHOD



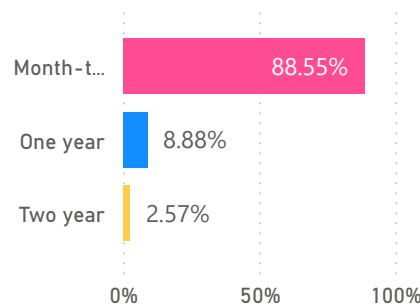
PAPERLESS BILLING



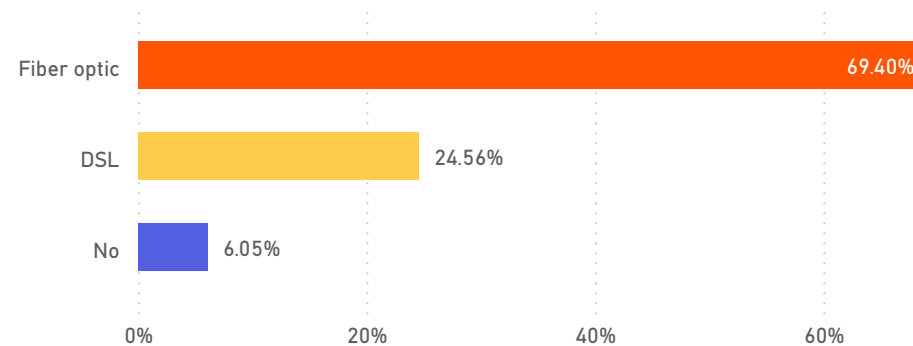
AVG CHARGES

74.44
Monthly
\$1,531.796094168004
Total

TYPE OF CONTRACTS



INTERNET SERVICE USERS



KEY INSIGHTS

- The customer churn rate last month was 27%, which means that out of 7043 customers, 1869 left the company.
- The length of the contract and the tenure of the customer are key factors in predicting the churn behavior. Customers who have a monthly contract and a lower tenure are more likely to switch to other providers.
- Customers who do not have any dependents or partners are more prone to churn than those who do.
- Gender does not seem to have a significant impact on the churn decision. However, senior citizens are less likely to churn than non-senior citizens.
- Customers who use Fibre Optic internet service have a higher churn rate than those who use other types of internet service. The payment method also influences the churn decision, with Electronic check being the most common among the churned customers.
- Customers who do not receive services such as Tech Support, Device Protection, and Online Security are more dissatisfied and tend to look for other options.

Email

Subject: Customer Churn Analysis – Power BI Dashboard Summary

Dear Team,

I'm glad to share the results of my customer churn analysis project. I analyzed the dataset and developed an interactive Power BI dashboard to visualize key trends and insights in a clear, business-focused manner.

Here are some of the insights and suggestions that I have derived from the data. Please let me know your feedback on them.

Key Insights

- The overall **customer churn rate is 27%**, meaning **1,869 out of 7,043** customers have left the company.
- **Contract length and customer tenure** strongly influence churn — customers on **month-to-month contracts** and with **shorter tenure** are most likely to leave.
- **Customers without dependents or partners** show higher churn tendencies, while **senior citizens** are generally more loyal.
- **Gender** does not significantly impact churn behavior.
- **Fiber Optic users** have the highest churn rate, and **Electronic Check** is the most common payment method among churned customers.
- Customers **lacking support services** such as *Tech Support*, *Device Protection*, and *Online Security* show higher dissatisfaction and churn rates.

Recommendations

- Introduce **longer contract options** (e.g., 3–6 months) to improve retention and customer stickiness.
- **Target single customers** with personalized offers or loyalty incentives under a “**Catch Them Early**” strategy.
- **Bundle essential services** (like Device Protection and Tech Support) within standard packages to enhance satisfaction and reduce churn risk.

Thank you for taking the time to review my dashboard and findings.

I'd be happy to discuss these insights, potential retention strategies, or even help design similar dashboards for your other datasets.

Best regards,

Joel Siby | joelag1235@gmail.com | Business Development & Analytics Intern | [Joel Siby - Portfolio](#) | [Joel Siby](#) | [LinkedIn](#)