

Analyzing Customer Churn in Tableau



Customer Churn Analysis

Overview

Age Brackets & Groups

Data & International
Plan

Payment Method &
Contract Type

Overview

of Customers

6,687

of Churned
Customers

1,796

Churn Rate

26.86%

Churners by Category



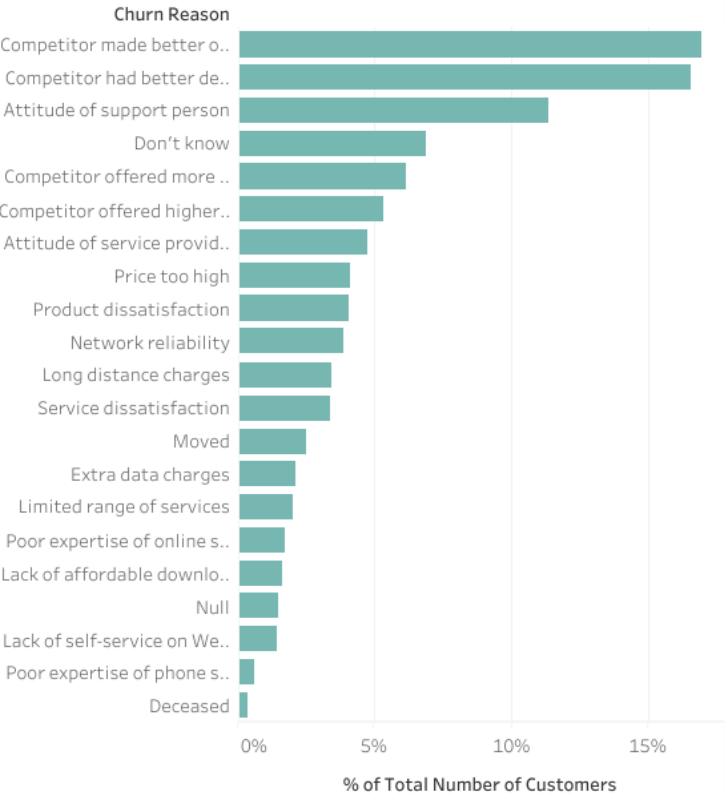
Null
Attitude
Competitor
Dissatisfaction
Other
Price

Customers by Contract



Month-to-Month
One Year
Two Year

Churn Reasons



Churn by State



Customer Churn Analysis

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Age Brackets & Groups

Pick Metric

Number of Customers

Contract Type

All

Churn Category

All

Payment Method

All

Unlimited Data Plan

All

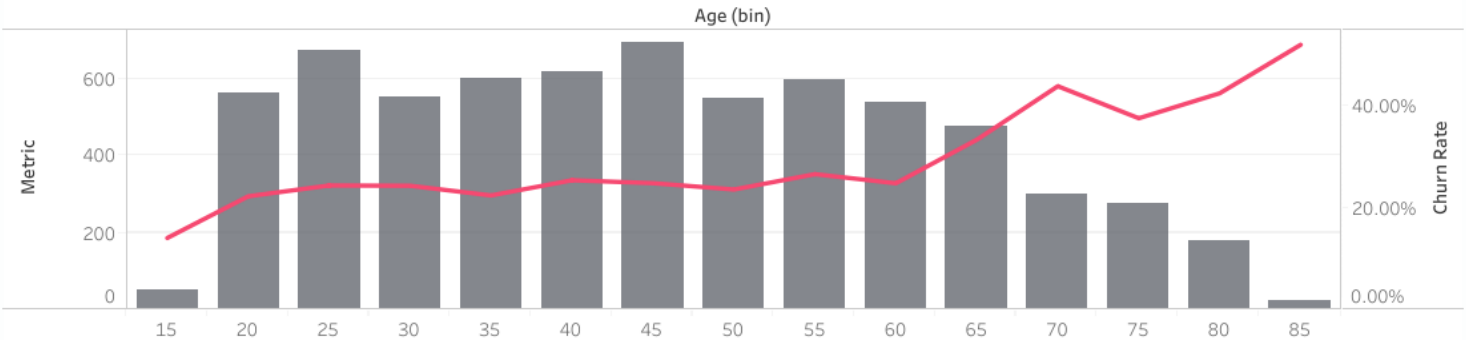
Intl Plan

All

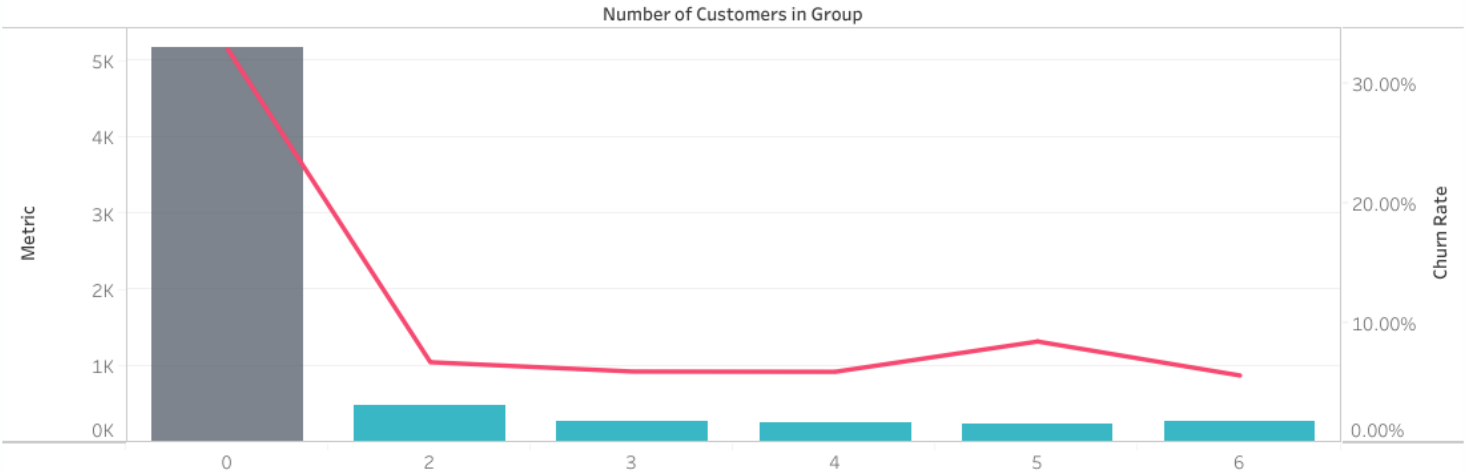
Account Length (in mo..

1 to 77

Age Brackets



Groups



Customer Churn Analysis

- Overview
- Age Brackets & Groups
- Data & International Plan
- Payment Method & Contract Type

Data & International Plan

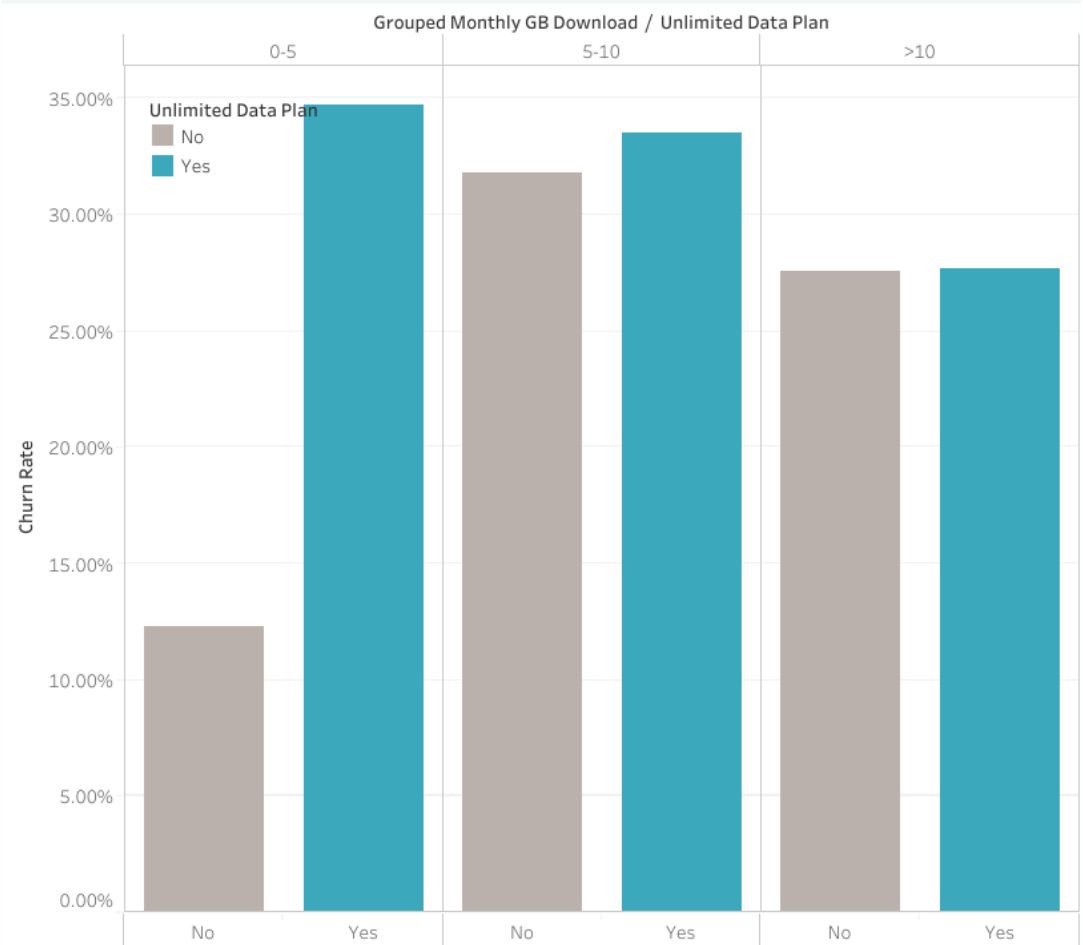
Unlimited Data Plan
All

Contract Type
All

Payment Method
All

Intl Plan
All

Data Plan



International

Intl Active	Intl Plan	
	no	yes
No	20.01%	71.19%
Yes	40.34%	7.59%

of Customers

6,687

of Churned Customers

1,796

Extra Data Charges

\$3.37

Extra Intl Charges

\$33.64

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Payment Method & Contract Type

Contract Type

Churn Category

Payment Method

Intl Plan

Unlimited Data Plan

Account Length (in month..

All

All

All

All

All

1 to 77

