



Customer Retention & Churn Overview

7043

Total Customers

32.37

Average Tenure

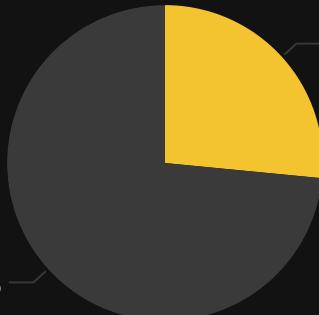
1869

Churned Customers

0.27

Churn Rate %

Overall Churn Distribution



Churn by Contract Type

Churn ● No ● Yes

4K

3K

2K

1K

0K



Month-to-month

Two year

One year

Churn Rate by PaymentMethod

0.5

0.4

0.3

0.2

0.1

0.0

Electronic
check

Mailed
check

Bank
transfer
(automat...)

Credit card
(automat...)

Average Monthly Charges by Churn Status

80

75

70

65

60

74.4

Yes

61.3

No

This dashboard provides a comprehensive overview of customer retention and churn. Key metrics include 7043 total customers, an average tenure of 32.37 months, 1869 churned customers, and a 0.27% churn rate. The distribution of churn is 73.46% for "No" and 26.54% for "Yes". By contract type, the highest customer count is in the "Month-to-month" category. The highest churn rate is associated with electronic checks. Average monthly charges are higher for customers who have churned ("Yes") compared to those who have not ("No").



Customer Churn Patterns & Retention Drivers

Churn by Internet Service

Churn ● No ● Yes

Fiber optic



DSL

No

0

500

1,000

1,500

2,000

Impact of Tech Support on Churn

TechSupport	No	Yes
No	2027	1446
No internet service	1413	113
Yes	1734	310

Churn Across Customer Tenure Groups

Churn ● No ● Yes

100%

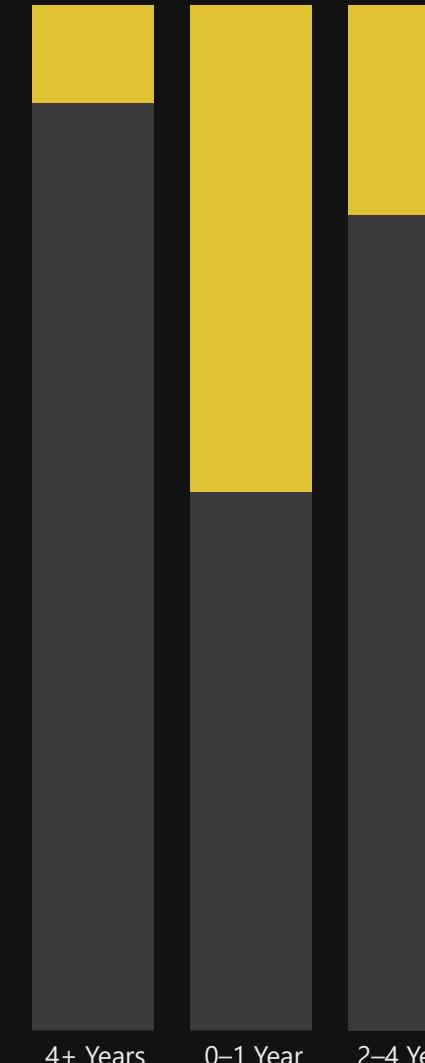
80%

60%

40%

20%

0%



4+ Years

0-1 Year

2-4 Years

1-2 Years

Churn Pattern by Online Security Usage

Churn ● No ● Yes

2.0K

2K

1K

0K

No

Yes

1.4K

1.7K

No internet service

