

Total Customers  
7K

Churned Customers  
2K

Total Revenue  
456.12K

Revenue Lost  
139.13K

Churn Rate %  
26.54%

Average Tenure  
32.37

Avg Monthly Charge  
64.76

# Telecom Customer Churn Dashboard

Analyzing key factors driving customer churn and retention in a telecom business

Dashboard

Churn Insights

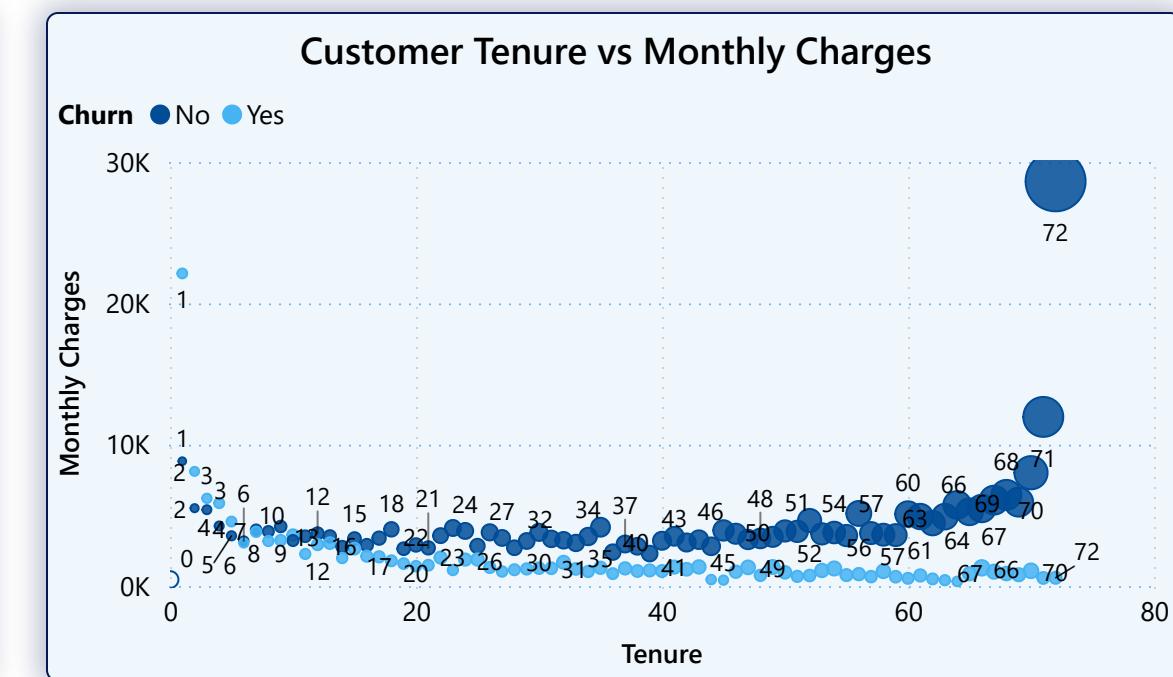
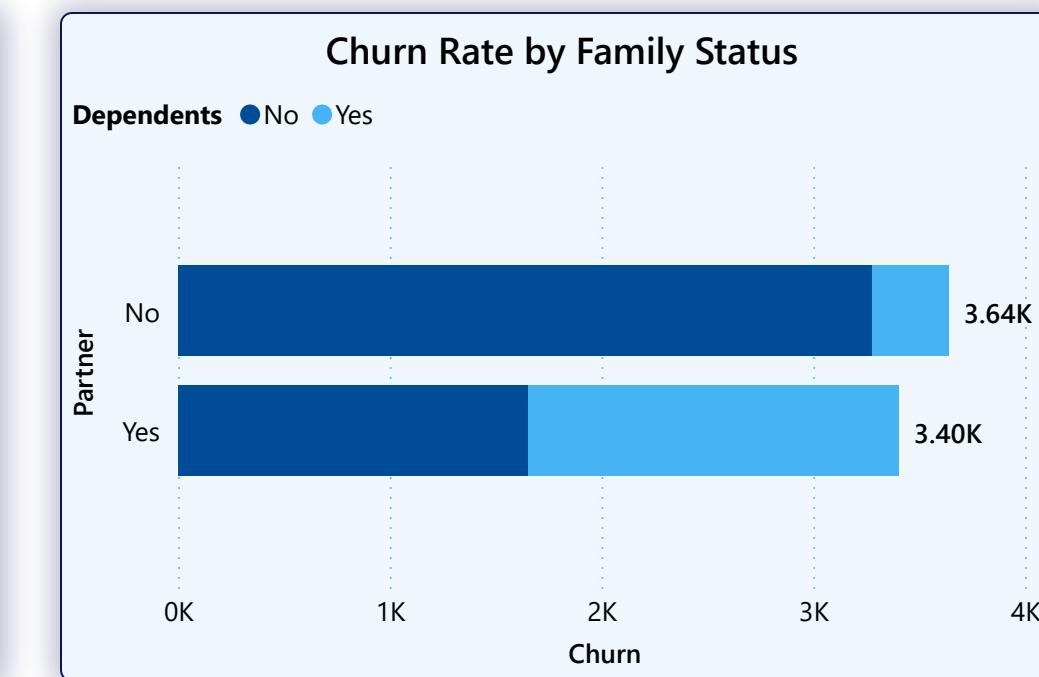
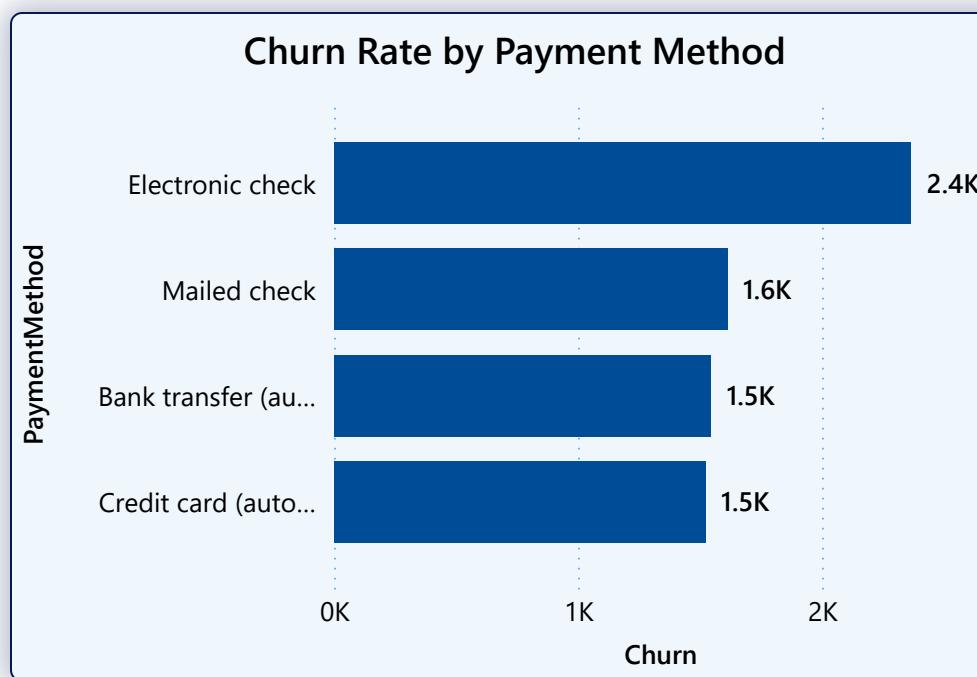
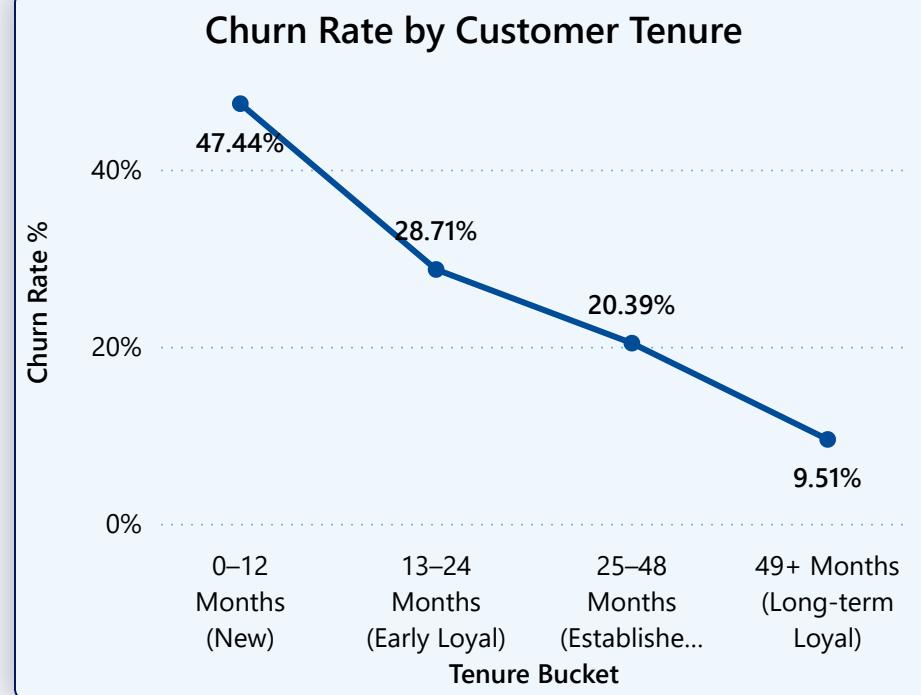
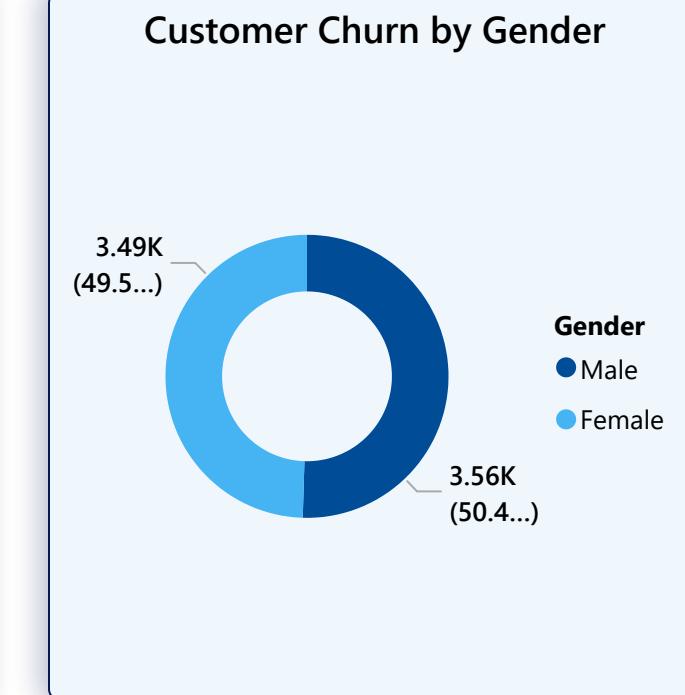
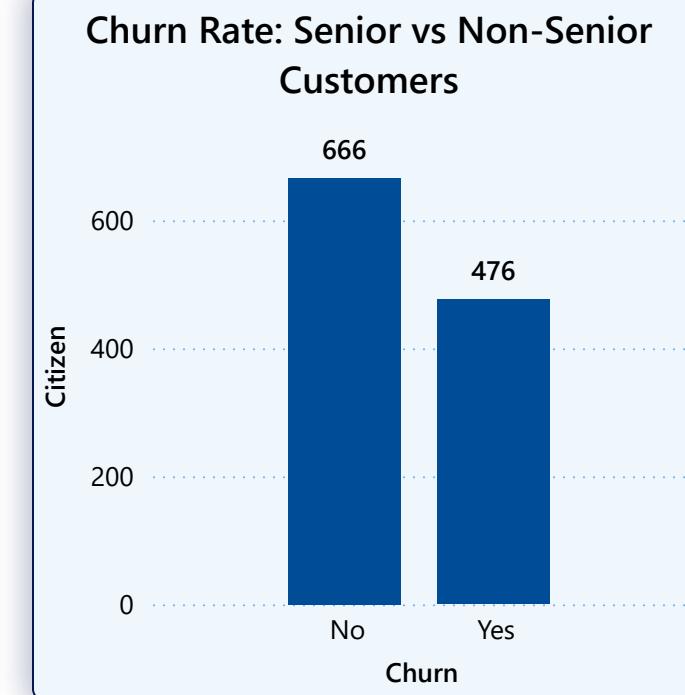
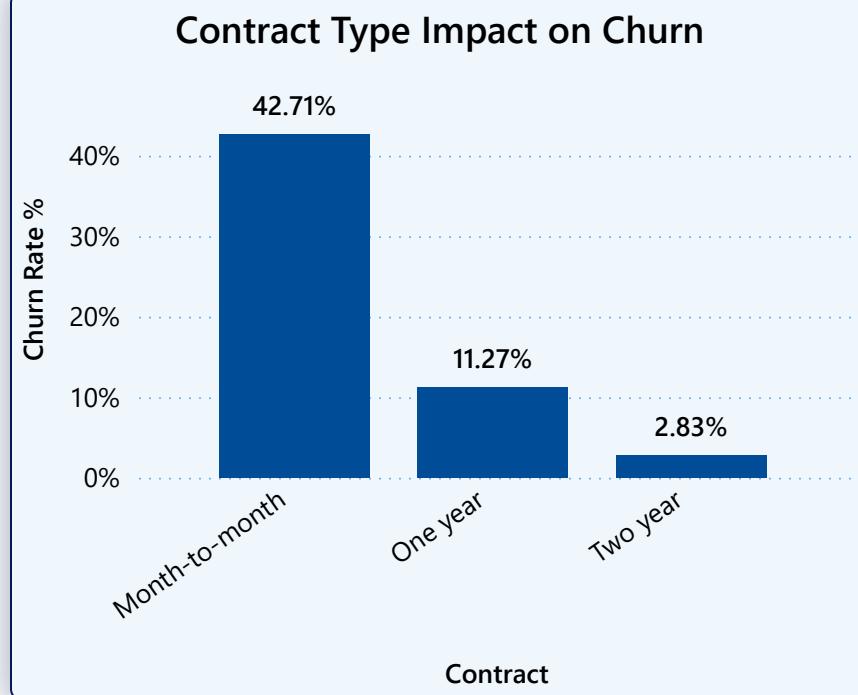
Gender  
Female  
Male

Churn  
No  
Yes

PaymentMethod  
Bank transfer (aut...  
Credit card (autom...  
Electronic check  
Mailed check

InternetService  
DSL  
Fiber optic  
No

Contract  
Month-to-mo...  
One year  
Two year



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## Churn Insights

### 1. Contract Type Impact on Churn

**Month-to-month contracts** show the highest churn rate (**42.7%**), while **two-year contracts** have the lowest (**2.8%**).

→ Longer contracts significantly reduce churn risk and improve retention.

### 2. Churn Rate: Senior vs Non-Senior Customers

**Non-senior customers** contribute more to churn (**666**) than **senior customers** (**476**).

→ Younger customers may need targeted retention strategies due to higher churn.

### 3. Customer Churn by Gender

Churn is nearly equal: **50.48% female, 49.52% male**.

→ Gender does not significantly influence churn behavior.

### 4. Churn Rate by Customer Tenure

**New customers (0–12 months)** churn at **47.44%**, while **long-term customers (49+ months)** churn at just **9.51%**.

→ Retention improves with tenure — early onboarding is key.

### 5. Churn Rate by Payment Method

**Electronic Check** users show the highest churn (**2.4K**), while **Auto Pay methods** (Bank Transfer, Credit Card) show the lowest (**1.5K** each).

→ Encouraging auto-pay adoption can reduce churn.

### 6. Churn Rate by Family Status

Customers **without partners or dependents** churn more (**3.64K**) than those **with family ties** (**3.40K**).

→ Family-linked customers tend to be more stable and loyal.

### 7. Customer Tenure vs Monthly Charges

**Short-tenure customers with high monthly charges** show elevated churn.

→ Pricing and onboarding experience are critical for early retention.