

# Telco Churn Customer

This dashboard explores customer churn behavior in a Telco company. We analyze how billing methods, contract types, and service tenure influence churn. Special attention is given to high-risk customer segments and high-value churners. Our goal is to uncover patterns and help reduce revenue loss through data-driven retention strategies.

## Understanding Why Customers Leave

Total Customers

7,043

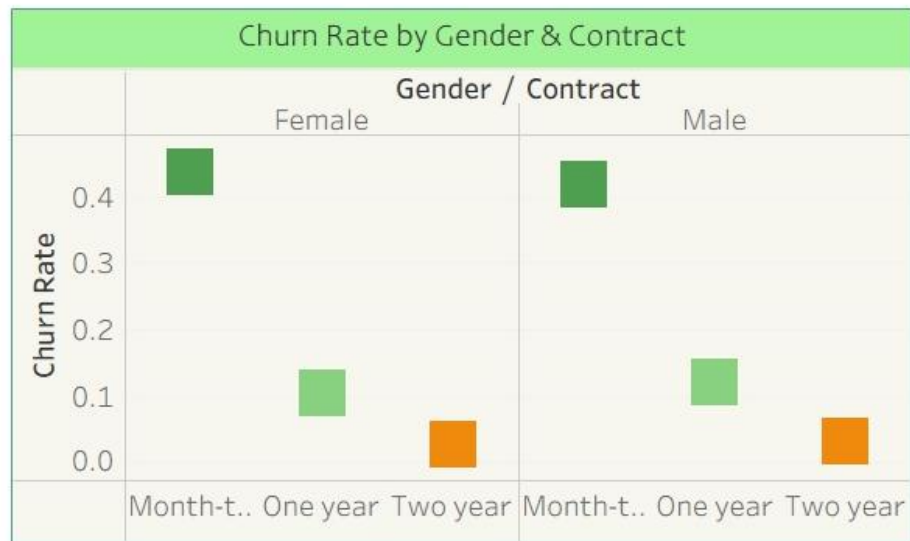
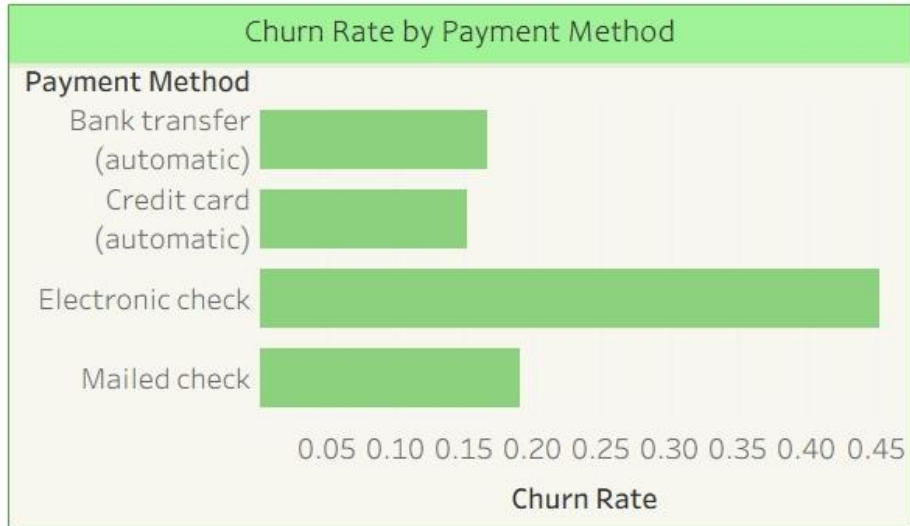
Gender

Female 3,488

Male 3,555

Overall Churn Rate

26.54%



# Churn Prediction Diagnostics

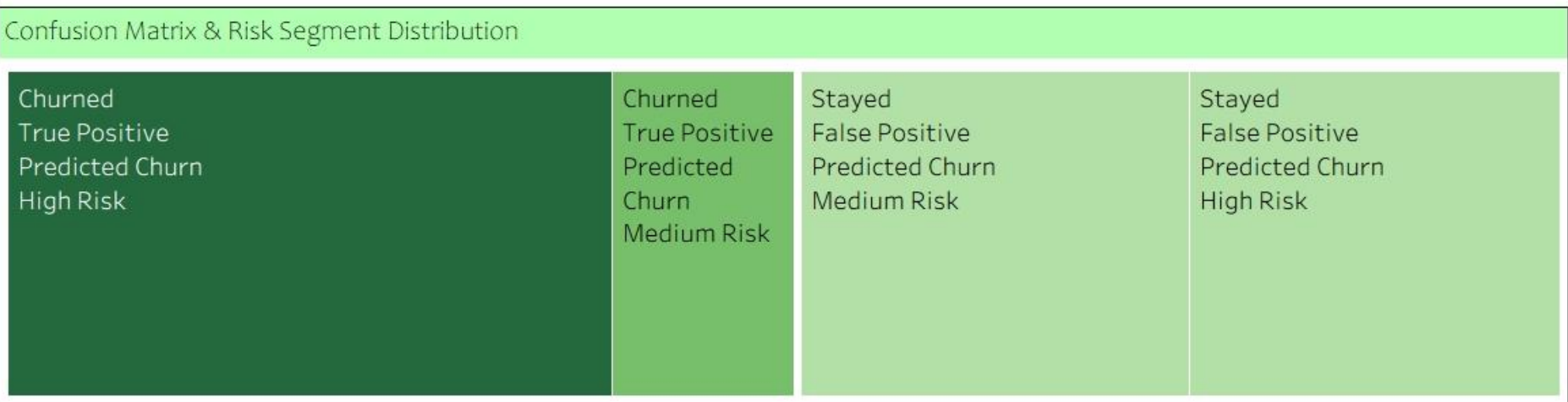
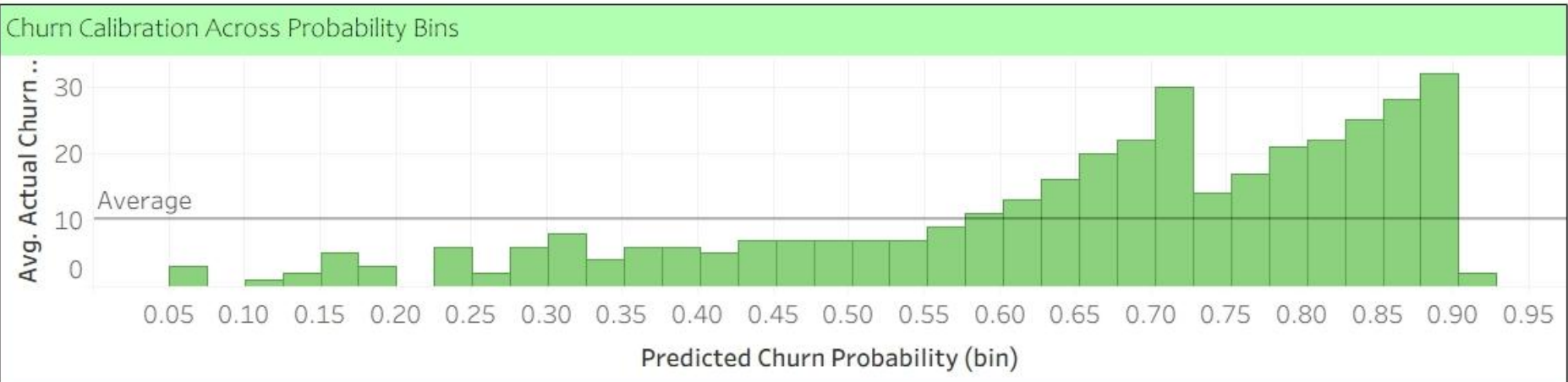
From prediction to precision,  
understanding churn signals and  
model reliability

Average Customer  
Lifetime Value  
**2,280**

Average Churn Probability  
**41.53%**

False Positive Rate  
**27.78%**

False Negative Rate  
**20.59%**



# Churn Prediction Performance and Risk Analysis

Assesses churn prediction performance and risk segmentation. Visuals highlight model accuracy and error types, with churn probability trends across tenure and senior status.

Accuracy:

74.13%

Precision:

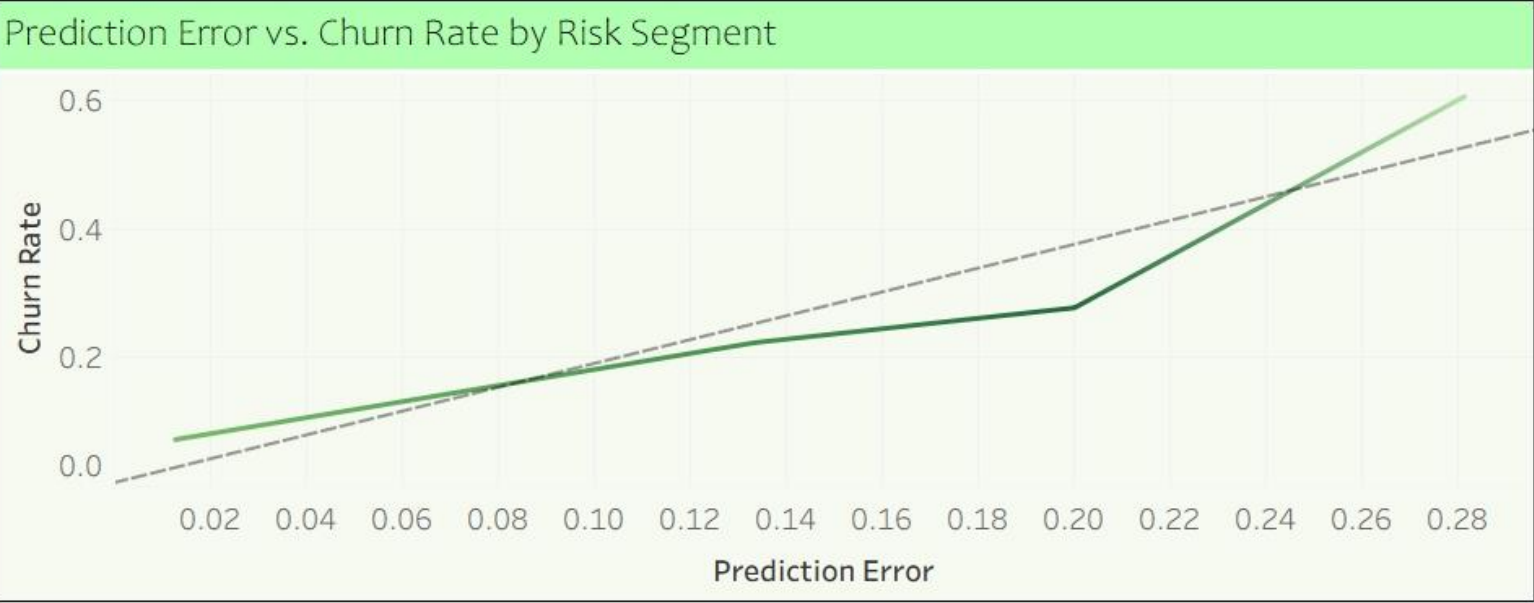
50.86%

Recall:

79.41%

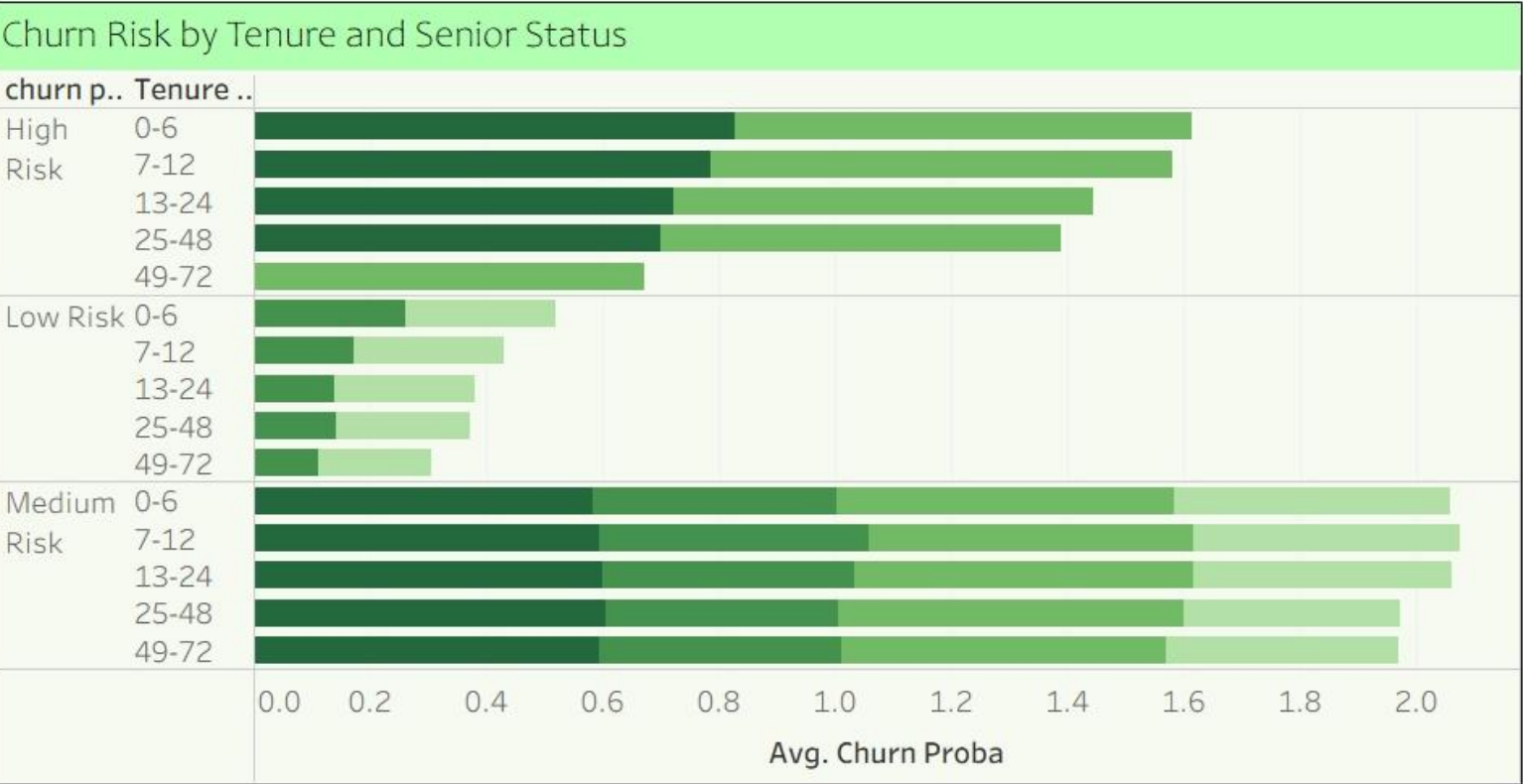
F1 Score:

62.00%



Matrix

- False Negative
- False Positive
- True Negative
- True Positive



Churn Risk Segmen..

- High Risk
- Low Risk
- Medium Risk
- Unclassified