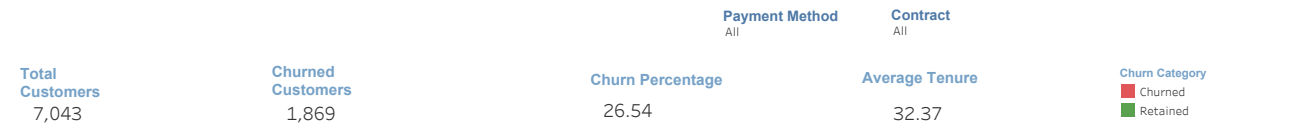


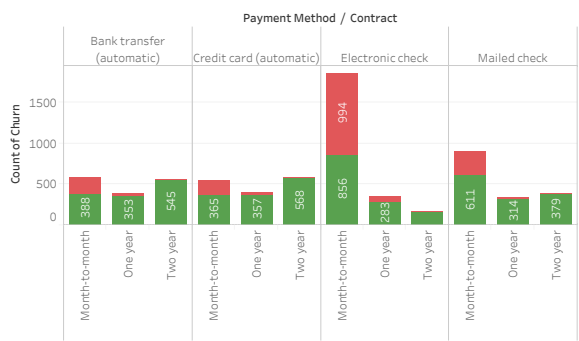
Telecom Churn Analysis: Insights and Trends



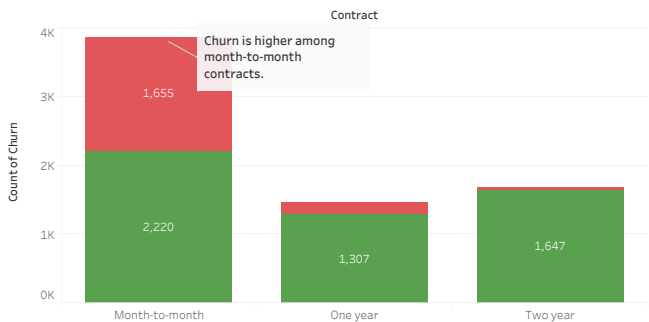
Drivers of Churn

This dashboard aims to help identify key churn patterns and inform retention strategies for telecom customers.

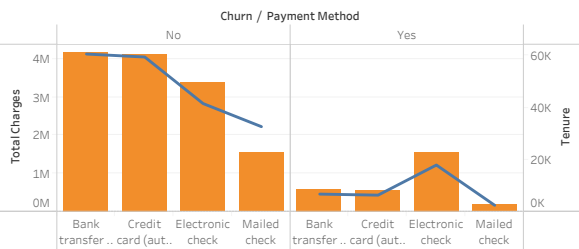
Churn Count for Each Payment Method and Contract Wise



Churn Count Contract Wise



Cohort Comparison of Churn and Payment Method



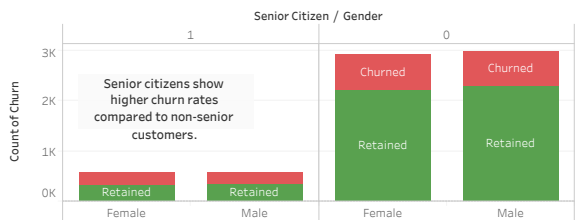
Heatmap for Payment Methods and Contracts

Contract	Payment Method			
	Bank transfer (automatic)	Credit card (automatic)	Electronic check	Mailed check
Month-to-month	34.13	32.78	53.73	31.58
One year	9.72	10.30	18.44	6.82
Two year	3.37	2.24	7.74	0.79

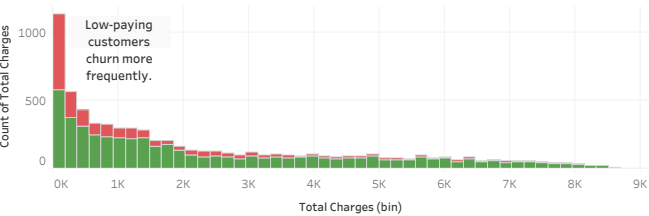
Customer Churn Patterns and Insights

This section explores how customer demographics, spending, and tenure influence churn. Insights focus on identifying high-risk segments and behavioral patterns.

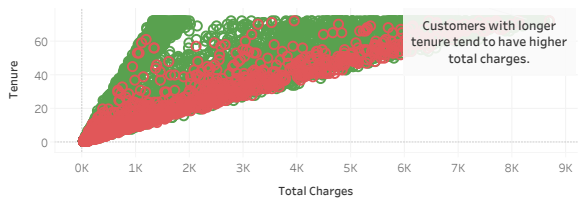
Churn Distribution based on Citizen Type



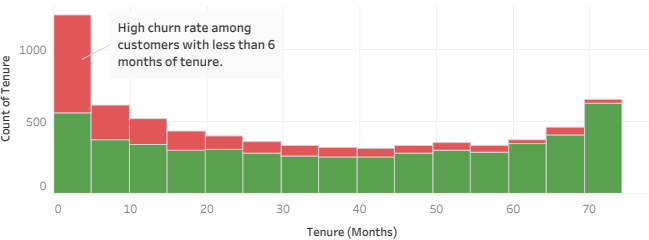
Distribution of Total Charges Churn Wise



Relationship between Total Charges and Tenure



Distribution of Tenure Churn Wise



- Key Findings:
- Churn is highest among month-to-month contracts.
 - Electronic check payment method has the highest churn rate.
 - Short-tenure customers account for a significant percentage of churn.