

Executive BI Reporting

Decision-Ready Dashboards for Telco Churn & Retention

Case Study: Telco Churn & Retention — Powered by Power BI + Tableau

1. KPI Performance and Insights for Executives:

- ✓ KPI snapshot: 26.5% churn rate across 7,043 customers
- ✓ Key risk group: Month-to-month contracts + electronic check payments
- ✓ 4-Dimensional Retention Framework for action

Telco Customer Churn Analysis

Analyzing churn patterns across contracts, payment methods, tenure and monthly charges.



Churn Overview

Customers with month-to-month contracts and paying via electronic check show the highest churn rate, indicating lower commitment and potential dissatisfaction with service terms.

2. Retention Insights & Actionable Recommendations:

✓ **High-risk segment:** New customers (0–12 months) paying \$71–90/month show the **highest churn volume**

⚠ **Driver:** These customers likely have **higher expectations** and are sensitive to value-add services (tech support, security, streaming)

📌 **Action:** Implement **early retention strategies**, e.g.

- **Onboarding Guidance** → structured welcome & orientation for new customers
- **Early Check-ins** → proactive follow-ups within the first 90 days
- **Satisfaction Surveys** → gather feedback early to address concerns
- **Short-term Loyalty Incentives** → discounts, rewards, or perks to reduce early churn

