

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:

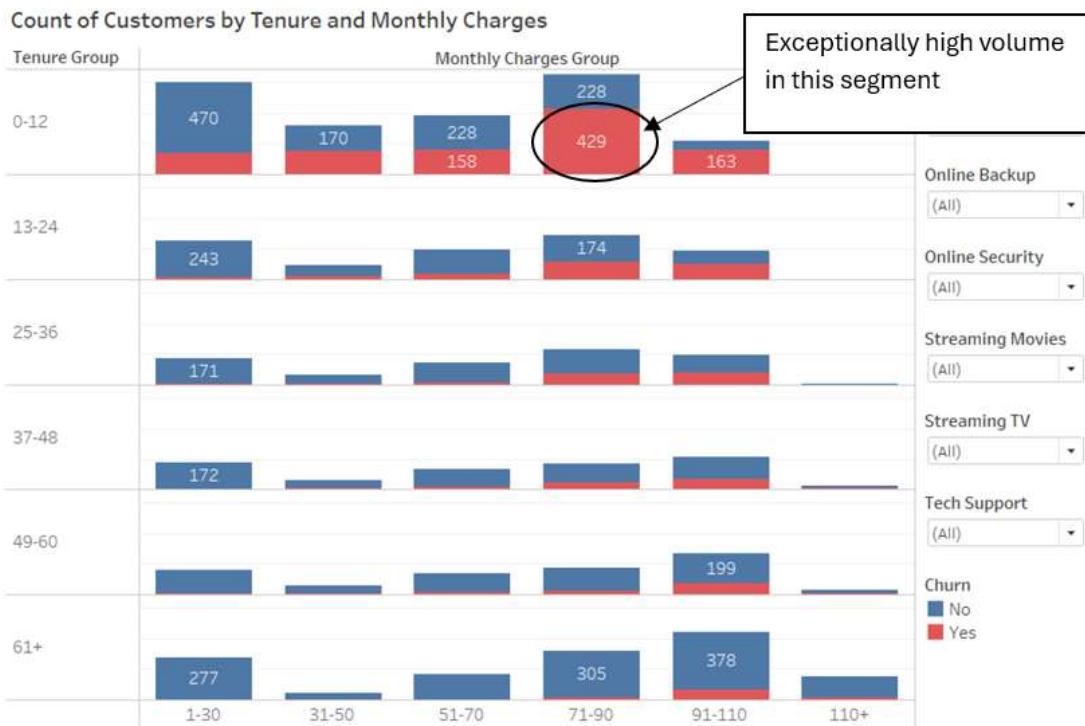
New customers (0-12 months) paying \$71–90/month show the **highest churn volume** due to **higher expectations** on **value-add services (tech support, security, streaming)**.

📌 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

↓

Churn Factors & Retention



Retention Insight

In the **0-12 months** tenure group, customers paying **\$71–90 per month** show a **remarkably high churn volume**. This suggests that **new customers in this price range have higher expectations** or are more sensitive to perceived value, e.g. **internet service, tech support, online security and backup, and streaming**. The early-stage dissatisfaction likely drives rapid disengagement.

Recommendation: Prioritize targeted retention strategies for this high-risk group, including onboarding guidance, early check-ins, satisfaction surveys, and short-term loyalty incentives.