

Telecom Churn Dashboard

Turning Insights Into Retention Strategies

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.



Telco Customer Churn Analysis

POWER BI AND TABLEAU DASHBOARD
FULL REPORT

Prepared by: Shek Yu, Wong

Date: June 3, 2025

Tools Used:

IBM Telco Customer Churn Dataset,

Power BI, DAX, Power Query,

Tableau Public, Calculated Fields, Custom Groups

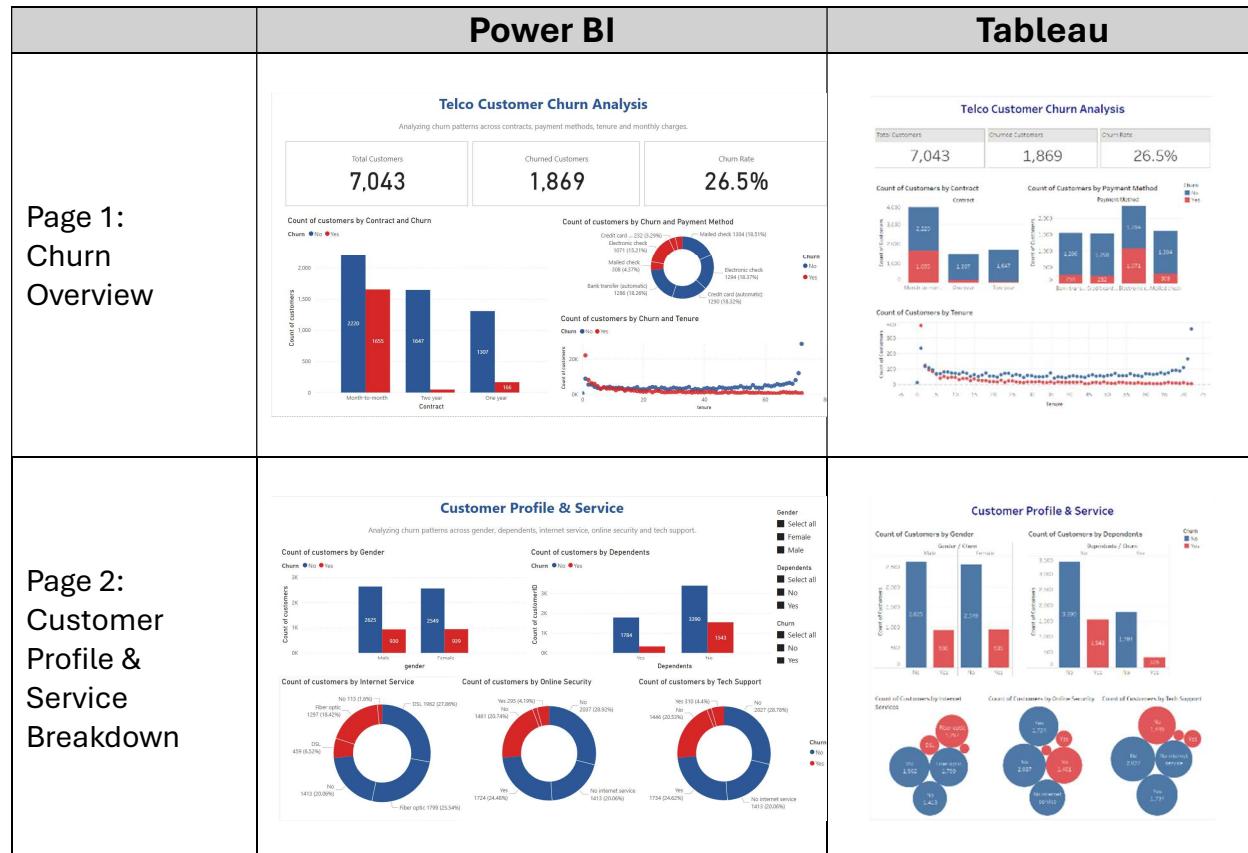
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Power BI and Tableau Dashboards

This section showcases a side-by-side preview of churn analysis dashboards built with Power BI and Tableau using a telco customer churn dataset.

Project Overview	Analyze customer churn behavior in a telecom company using Power BI and Tableau dashboards
Data Source	IBM Telco Customer Churn Dataset (~7,000 records, 21 columns)
GitHub Link	https://github.com/stephensyw/telecom-churn-dashboard
Demonstrated Skillset	<ul style="list-style-type: none"> • Data Cleaning & Preparation (Power Query / Tableau Prep) • Data Modeling & DAX (Power BI) • Calculated Fields & LOD Expressions (Tableau) • Dashboard Design for Executive Readability • Churn Analysis & KPI Tracking • Storytelling with Data Visualization • GitHub Documentation & Version Control



	Power BI	Tableau
Page 3: Churn Factors & Retention Insights	<p>Churn Factors & Retention Analyzing churn patterns across monthly charge and tenure.</p> <p>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.</p>	<p>Churn Factors & Retention Count of Customers by Tenure and Monthly Charge</p> <p>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.</p>

Visualization Pages (Dashboard Structure)

- Overview** – Executive snapshot of churn KPIs segmented by contract type, payment method, and tenure
 - Highest churn segments**
 - Customers on **month-to-month contracts**
 - Customers paying via **electronic check**
 - Retention trend**
 - Longer tenure generally correlates with lower churn
- Customer Profile & Service** – Demographics and service usage patterns
 - At-risk customer profiles**
 - Customers **without dependents**
 - Customers using **fiber optic** instead of DSL
 - Customers **without tech add-on services** (e.g., security, backup)
- Churn Drivers & Retention** – Key factors and recommendations
 - High churn factors**
 - Monthly charges **\$71–90** → highest churn volume
 - New customers (**0–12 months**) most vulnerable
 - Early dissatisfaction indicators → signal need for engagement
 - Recommended actions**
 - Strengthen onboarding guidance
 - Conduct early satisfaction check-ins
 - Deploy quick surveys to capture feedback
 - Offer short-term loyalty incentives

Note: Full dashboard pages are available upon request.