

# Customer Churn Executive Dashboard

Executive Summary

Churn Drivers Analysis

Revenue Impact & What-If Simulation

7K  
Total Customers

26.54%  
Churn Rate

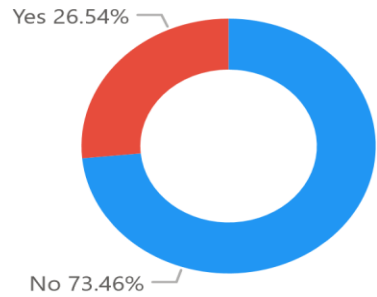
139.13K  
Monthly Revenue Lost

\$74.44  
Avg Monthly Charge Churned

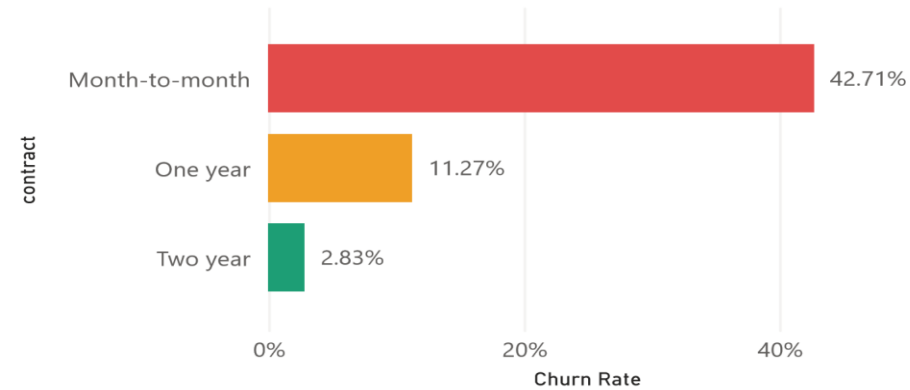
316.99K  
Monthly Revenue Retained

## 1 in 4 Customers Churns Monthly

churn ● No ● Yes

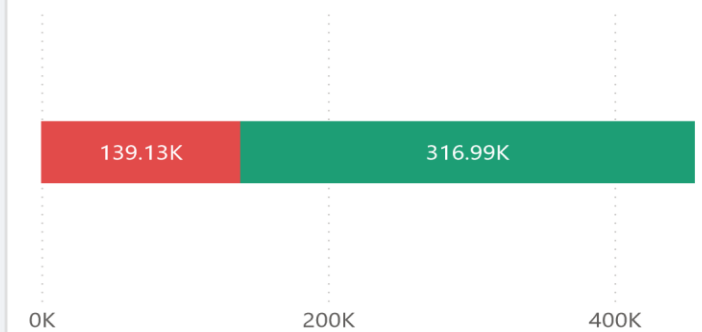


## Churn Rate by contract



## Monthly Revenue Lost vs Retained

● Monthly Revenue Lost ● Monthly Revenue Retained



- 💰 Revenue at risk: \$139K/month (\$1.67M/year) lost to churn — recoverable with targeted retention.
- ⚠️ Scale of problem: 1 in 4 customers churn monthly; month-to-month contracts are the primary driver (43% churn).
- 🔍 Hidden pattern: Churned customers pay \$13/month more than retained — we are losing our highest-value segment.
- ✅ Priority action: Convert month-to-month customers to annual contracts — could reduce churn by up to 31%.

# Churn Drivers Analysis

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contract  internet service  Tenure Group   
 All  All  All

**42.7%**

Monthly Churn Rate

**11.3%**

Annual Churn Rate

**3.8**

Month-to-Month churn is 3.8x Annual

**41.7%**

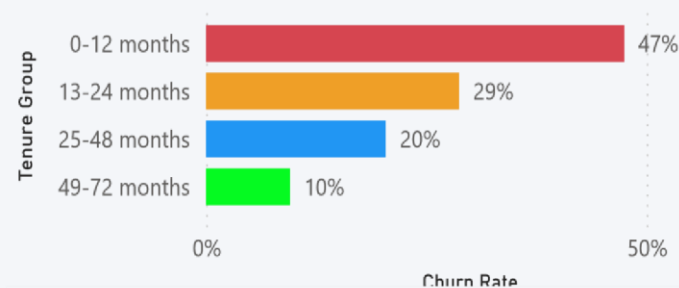
Senior Churn Rate

**23.6%**

Non Senior Churn Rate

## Churn Rate by Tenure Group

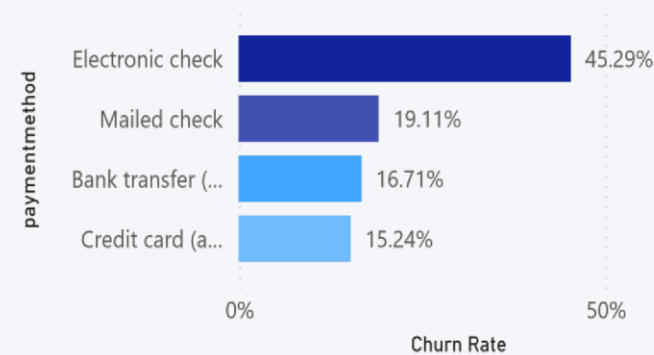
Churned Customers 0.21K 1.04K



**0-12 month customers: 47% churn rate — highest risk group**

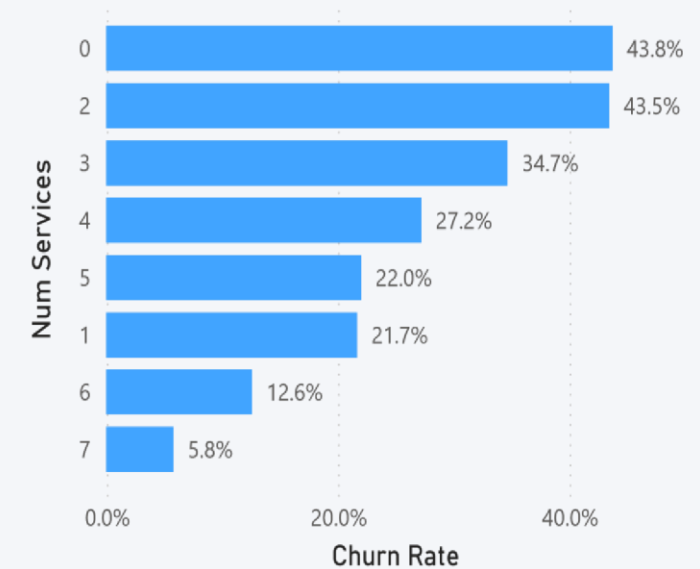
contract	DSL	Fiber optic	No	Total
Month-to-month	32.2%	54.6%	18.9%	42.7%
One year	9.3%	19.3%	2.5%	11.3%
Two year	1.9%	7.2%	0.8%	2.8%
<b>Total</b>	<b>19.0%</b>	<b>41.9%</b>	<b>7.4%</b>	<b>26.5%</b>

## Churn Rate by paymentmethod

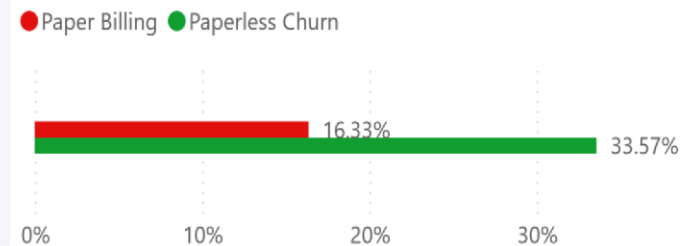


Seniors churn 1.8x more — dedicated support needed

## Churn Rate by Num Services



## Paper Billing and Paperless Churn



## Key Drivers:

Three factors predict churn: Contract type (month-to-month = 43% churn), Customer tenure (first 12 months = 47% churn), and Internet service (Fiber optic = 42% churn rising to 55% on month-to-month contracts). Customers using 0 additional services are 7x more likely to churn than customers using 7 services — bundling drives retention

# Revenue Impact & What-If Simulation

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Revenue Impact & What-If Simulation

1.67M

Annual Revenue Lost

6.96K

Revenue Recovery

93.00

Customers We Can Save

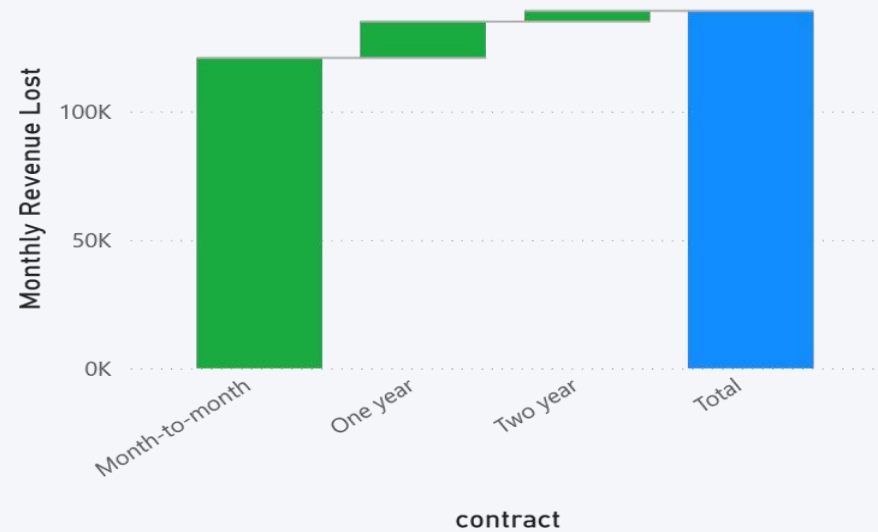
Retention Rate

5%

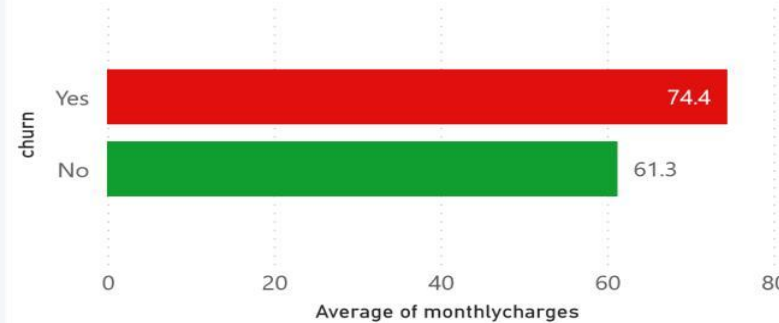


Monthly Revenue Lost by contract

● Increase ● Decrease ● Total



Average of monthlycharges by churn



Retaining 5% of churners saves \$6.957/month...

Retention	Monthly saved	Annual Saved
5.0%	\$6,957	\$83.5K
10.0%	\$13,913	\$167K
20.0%	\$27,826	\$334K
30.0%	\$41,739	\$501K

Churn Rate vs 15% Industry Benchmark



customerid	Tenure (months)	Monthly Charge (\$)
0003-MKNFE	9	59.90
0013-MHZWF	9	69.40
0015-UOCOJ	7	48.20
0018-NYROU	5	68.95
0021-IKXGC	1	72.10
0027-KWYKW	23	83.75
0030-FNXPP	3	19.85

## Key Findings:

- Revenue opportunity: If we retain just 10% of high-risk customers, we recover \$13,913/month (\$166,956/year).
- Month-to-month customers account for 73% of total revenue lost despite being only 55% of the customer base.
- Targeting the top 500 high-value at-risk customers (tenure < 12 months, Monthly Charges > \$70) could recover \$47,000/month with a targeted retention campaign.