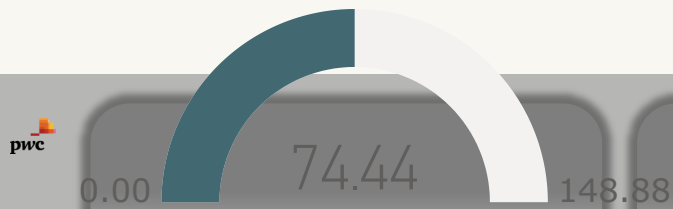


The following insights were generated from the analysis conducted on the data you sent to me for PhoneNow:

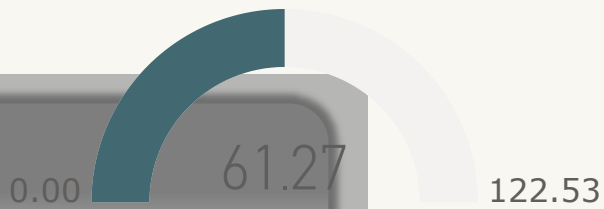
- 27% of customers (1869) left in the last month.
- More than 60% of the customers that left had tenure for less than 12 months.
- 90% of the customers that left last month are on a month-to-month contract which makes it easy for them to leave.
- The average monthly charge of customers that left is higher than that of the retained customers.
- More than half of the customers that left made payment using electronic check. Customers should be encouraged to be set up on other payment methods.
- More than 80% of customers that left did not sign up for Online security and Tech support.

PHONENOW Retention Dashboard

Customer

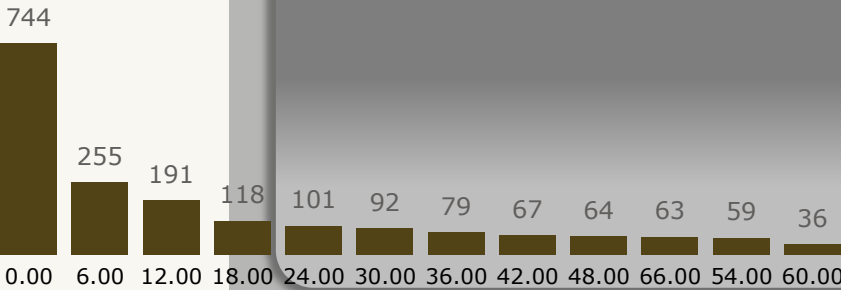


Customers



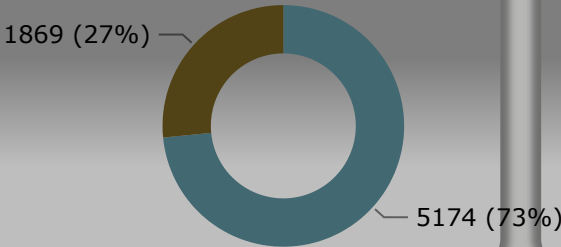
Churn by Tenure

Churn ● Yes

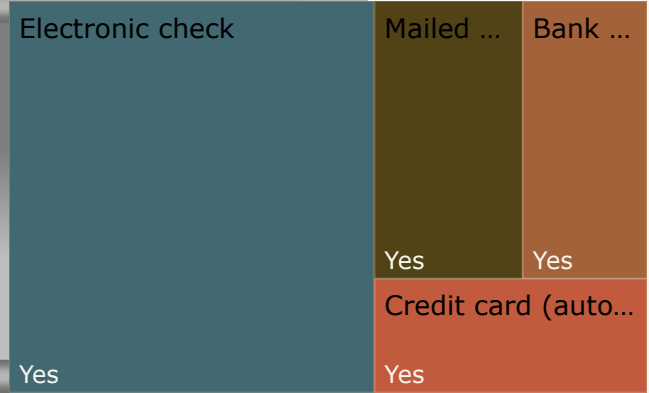


Churn by Customers

Churn ● No ● Yes

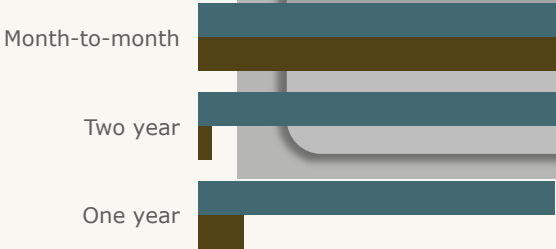


Churn by Payment Method



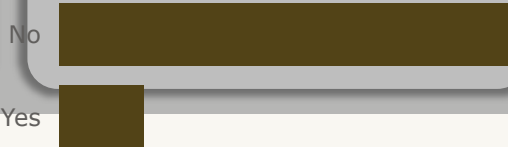
Churn by Contract

Churn ● No ● Yes



Churn by OnlineSecurity

Churn ● Yes



Churn by TechSupport

Churn ● Yes

