

Customer Retention and Churn Analysis Report

Welcome to PhoneNow

Key Performance Indicators (KPIs):

1. Increase tech support capacity for Fiber Optic customers and reduce tech tickets per customer to 0.5.
2. Increase sales of 1-year and 2-year contracts by 5% each.
3. Achieve a yearly increase of automatic payments by 5%.

Dashboard Overview:

- **Churn Dashboard:**
 - Demographics.
 - Customer Account Information.
 - Services.
- **Customer Risk Analysis:**
 - Internet Service.
 - Type of Contract.
 - Payment Method.

Customer Risk Analysis Dashboard

Key Insights:

1. **Total Customers:** 7043.
2. **Churn Rate:** 26.54%.
3. **Yearly Charges:** \$16.06M.
4. **Admin Tickets:** 3632.
5. **Tech Tickets:** 2955.

Visualizations:

- **Churn by Type of Internet Service:**
 - Fiber optic has the highest churn rate at 41.89%.

- DSL churn rate is 18.96%, while no internet service shows a churn rate of 7.40%.
- **Customer Segmentation by Internet Services:**
 - Fiber optic: 43.96%.
 - DSL: 34.37%.
 - No internet: 21.67%.
- **Monthly Charges:**
 - Fiber optic customers contribute the highest to monthly charges.

Contract Type Analysis:

- Month-to-month contracts have the highest churn rate at 42.7%.
- 1-year and 2-year contracts show significantly lower churn rates of 11.27% and 2.83%, respectively.

Payment Method Analysis:

- Electronic checks contribute the most to churn, indicating a need to promote other payment methods.

Churn Dashboard

Key Metrics:

1. **Customers at Risk:** 1869.
2. **Number of Tech Tickets:** 2173.
3. **Admin Tickets:** 885.
4. **Yearly Charges:** \$2.86M.
5. **Monthly Charges:** \$139.13K.

Demographics:

- Gender distribution:
 - Female: 49.76%.
 - Male: 50.24%.
- Senior Citizens: 25%.
- Partnered customers: 36%.

- Dependents: 17%.

Subscription Time:

- Customers subscribed for less than 1 year have the highest churn risk at 55.48%.

Customer Account Information:

- **Payment Methods:**
 - Electronic Check: 57.30%.
 - Bank Transfer: 12.41%.
 - Credit Card: 13.60%.
- **Paperless Billing:** 74.91%.
- **Types of Contracts:**
 - Month-to-Month: 88.55%.
 - 1-Year: 8.88%.
 - 2-Year: 2.57%.

Services Customers Signed Up For:

- Phone Service: 91%.
- Streaming TV: 44%.
- Tech Support: 28%.
- Fiber Optic Internet: 50.03%.

Recommendations:

1. **Improve Fiber Optic Support:** Address high churn by increasing tech support capacity and resolving tickets faster.
2. **Promote Long-Term Contracts:** Offer discounts or incentives for 1-year and 2-year contracts to reduce churn.
3. **Encourage Automatic Payments:** Highlight the benefits of automatic payment options to reduce churn linked to manual electronic checks.
4. **Focus on High-Risk Groups:** Target month-to-month customers and those subscribed for less than a year with retention campaigns.

5. **Enhance Customer Engagement:** Provide better onboarding, loyalty programs, and personalized offers to improve customer satisfaction.