

# PWC Virtual Internship - *Customer Retention*

## Demographics

Visualization-based Churned and Retained customers with respect to Gender, Age, Dependents, and Partners

## Account Details

Visualization-based Churned and Retained customers with respect to Tenure, Charges, Payment Methods, and Tickets

## Subscriptions

Visualization-based Churned and Retained customers with respect to Services they are subscribed to. For e.g. Phone, Internet, Streaming, Security and Backup

## Insights

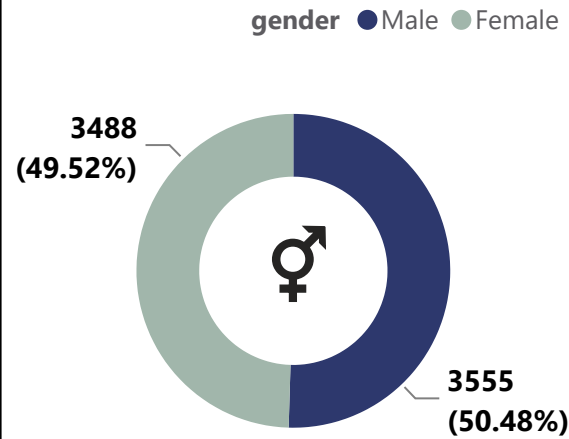
Insights derived from an understanding of data and visualization. Recommendations for preventing higher churn rate.

► [Dashboard](#)

# Customer Churn Analysis - *Demographics*

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[Account Details](#)
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## Total Customers by Gender



## Total Customers

7043

## Retained Customers

5174

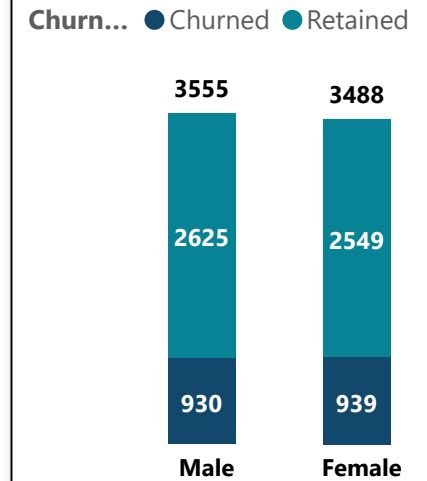
## Churned Customers

1869

## Churn Rate %

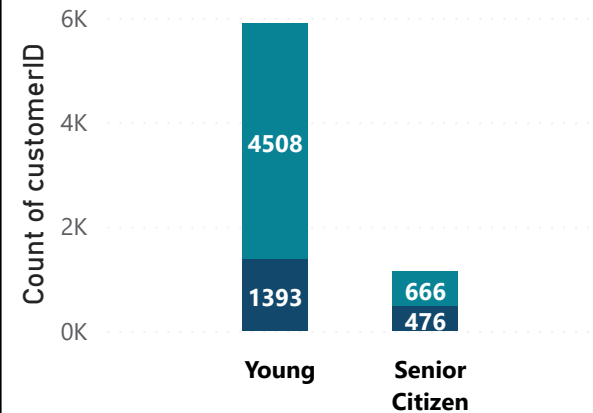
26.54

## Churn by Gender



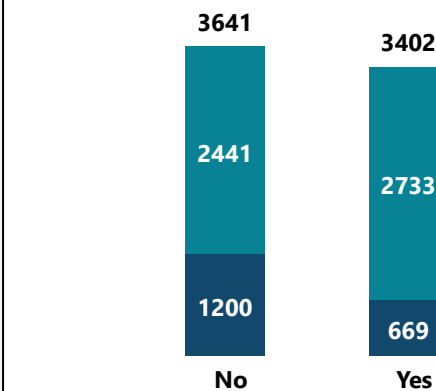
## Churn by Senior Citizen

Churne... ● Churned ● Retained



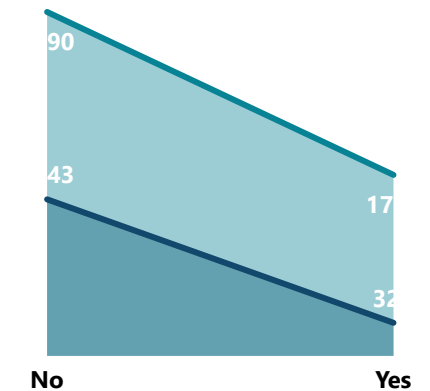
## Churn by Partners

Churned... ● Churned ● Retained



## Churn by Dependants

Churned/... ● Churned ● Retained



# Customer Churn Analysis - *Account Details*

Tenure

Tickets

Charges

Payment

Home

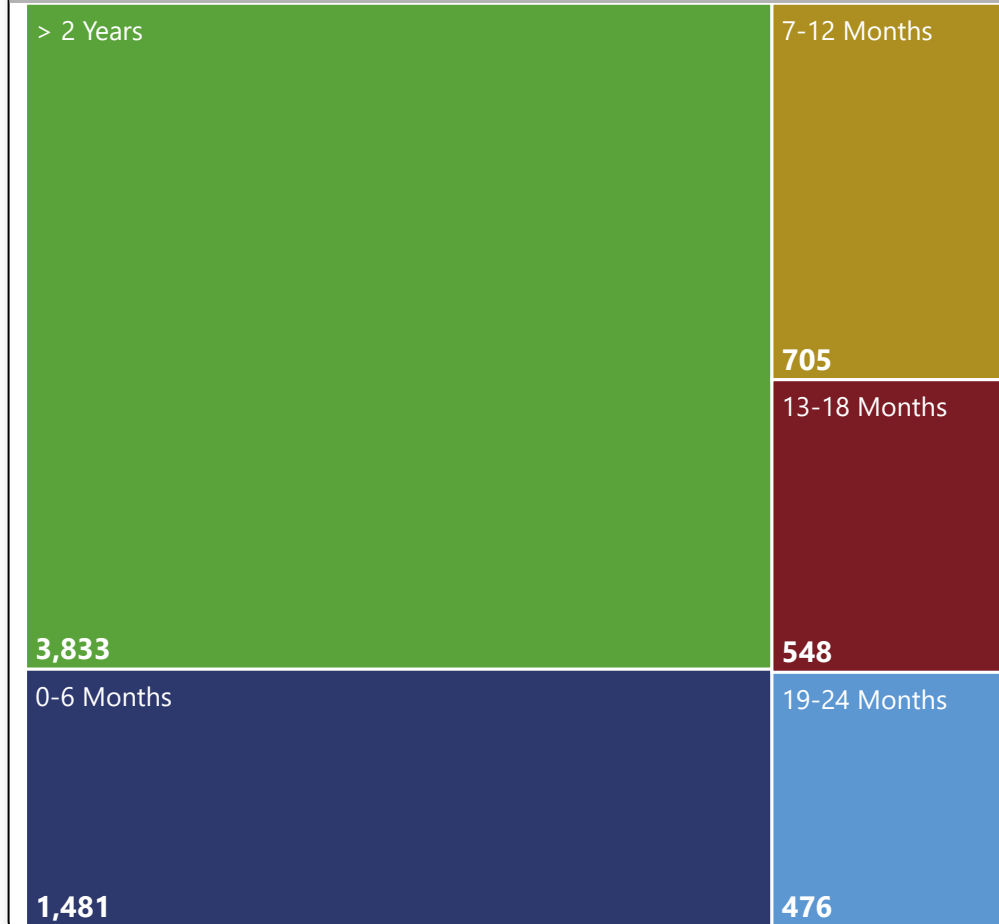
Demographics

**Account Details**

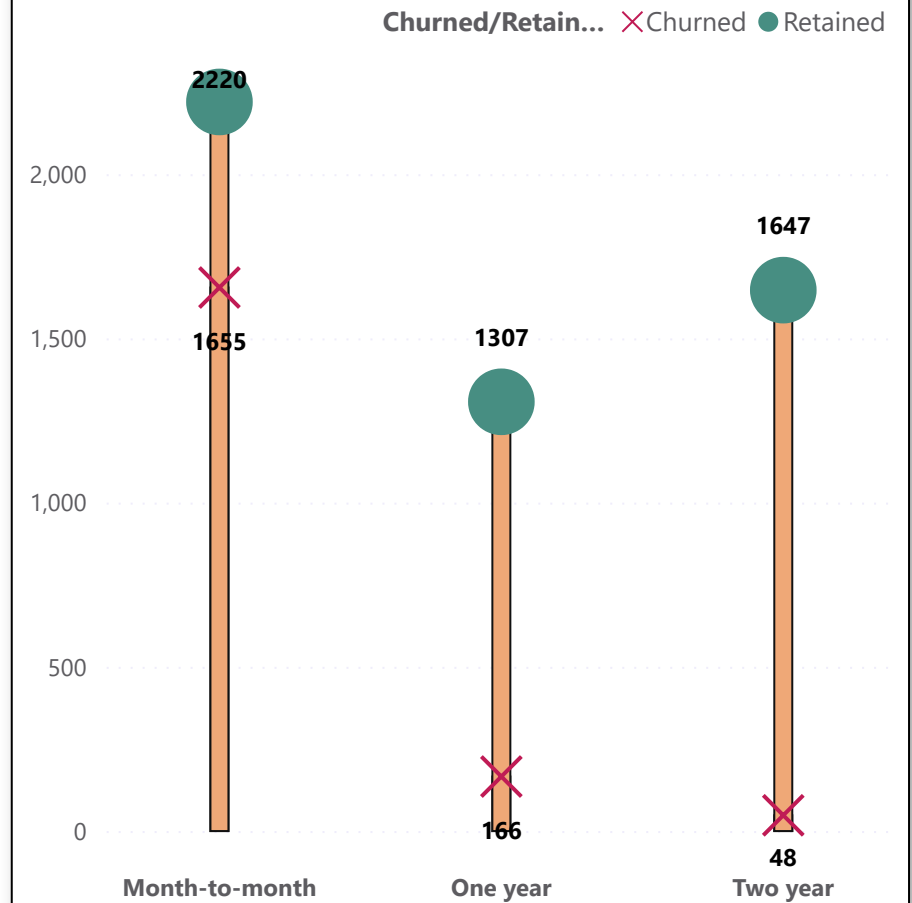
Subscriptions

Insights

## Total Customers by Tenure (Months)



## Churn by Contract



# Customer Churn Analysis - *Subscriptions*

📞 Main

🔒 Additional Service

📺 Streaming

🏠 Home

👤 Demographics

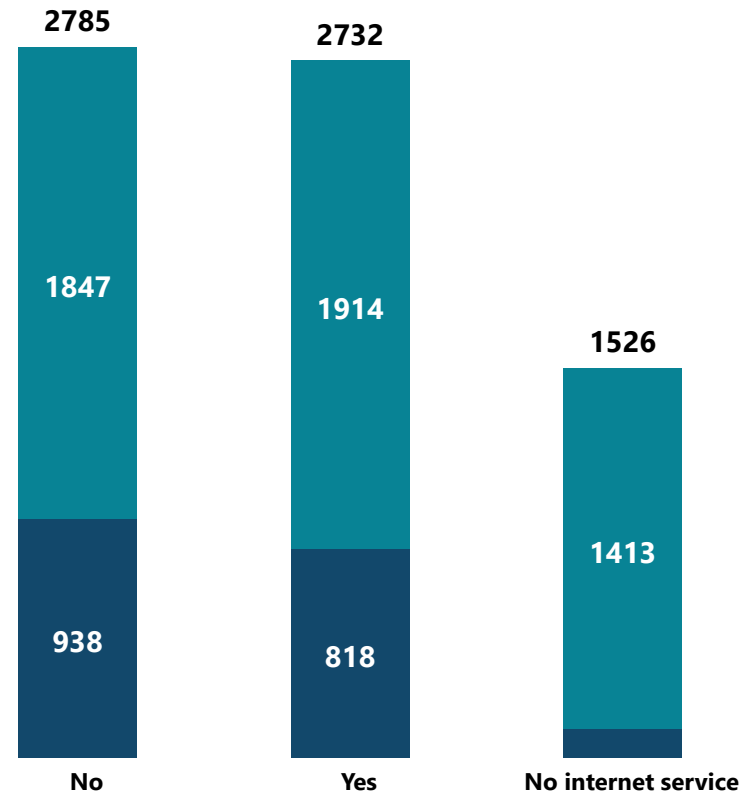
📄 Account Details

🔔 Subscriptions

📊 Insights

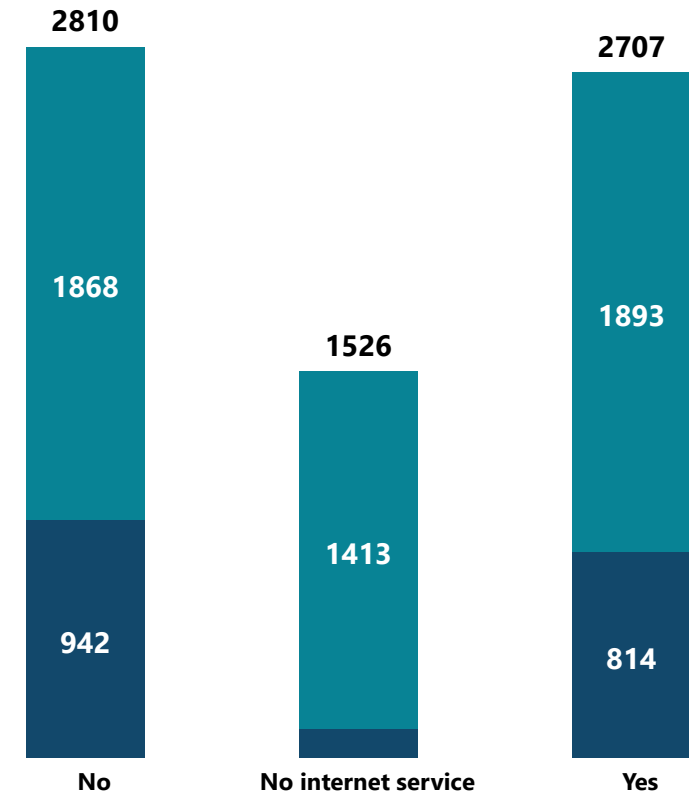
## Streaming Movies

Churned/Retained ● Churned ● Retained





## Streaming TV


Churned/Retained ● Churned ● Retained




# Customer Churn Analysis - *Insights and Recommendations*

 Home

 Demographics

 Account Details

 Subscriptions

 **Insights**

## Insights

- A Higher Number of Churned Customers was found in the first 6 Months. It means they signed up for a Monthly Contract. The second highest churned customers were found with contracts > 2 years.
- We see higher numbers of churned customers when they don't have partners and dependents.
- Higher churns for Customers with no admin or tech tickets.
- Senior citizen customers have a higher churn rate. Out of 1142 senior citizen customers, 476 customers got churned.
- Customers with fiber optic internet service have the highest churn compared to other services.

## Recommendations

- Improve the quality of Fiber Optic Internet Service.
- Better incentive needed to be provided to Monthly Contracted Customers and Customers renewing their contracts after 2 years.
- Better service needed to be provided to senior citizens to retain them.