Task-2:

A total of 1869 customers quit the services offered by PhoneNow which is around 26.53% of the total customers of the organization. On an average the churned customers were paying $74.44 a month and $1,531.80 a year. An amount of $2.86M were being made from these customers a year.

Out of the total churned customers 49.76% of the customers are Female and 50.24% of the customer are Male. Moreover, around 25.47% of the churned customer are Senior Citizens, 35.79% are Partners and 17.44% are dependents. They rose a total of 885 “Admin Tickets” which is around 24.36% of the total Admin tickets and 2173 “Tech Tickets” which is around 73.53% of the total Tech tickets. The services which the churned customers signed up for are:

* 90.90% of the churned customers signed up for Phone Services.
* 27.98% of the churned customers signed up for Online-Backup Services.
* 43.77% of the churned customers signed up for Streaming-Movies Services.
* 16.59% of the churned customers signed up for Tech Support Services.
* 45.48% of the churned customers signed up for Multiple Line Services.
* 15.78% of the churned customers signed up for Online Security Services.
* 43.55% of the churned customers signed up for Streaming Tv Services.

Furthermore, around 69.4% of the customers opted for Fiber Optic internet services and 24.56% of the customers opted for DSL internet services. Looking at the ‘Contract” section of the churned customers we can see that 88.55% of these customers went for Month-to-Month subscription. As per the analysis, we can also see that most of the churned customers quite the services on the first 3 months.

Conclusion:

As we can see that few of the customers are not satisfied with the PhoneNow Service which is why they thought of discontinuing the services. Few solutions which can help in Customer Retention are:

* Respond to the tickets and solve the issues of the customers properly who are rising the tickets. It is because you have a good percentage of Senior Citizen and Dependent customers who might need proper guidance on the issues they are facing. This will lower down the tickets.
* Try to generate some kind of offers for the customers especially for the one who are Month-to-Month subscribers so that they could use your service for a longer period of time.
* Try to increase the sale of 1 to 2 years contract more so that the people think before quitting the services.