

PhoneNow Churn Dashboard

Total Customers	Total Churn	Total Revenue	Total Revenue Lost	Monthly Revenue Lost	Avg Tenure	Churn Rate
7,043	1,869	16,056,169	2,862,927	139,131	17.98	27%

PaymentMethod ▾

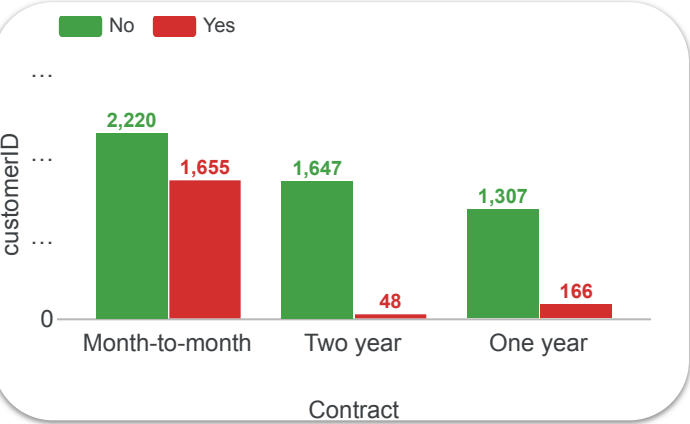
gender ▾

Contract ▾

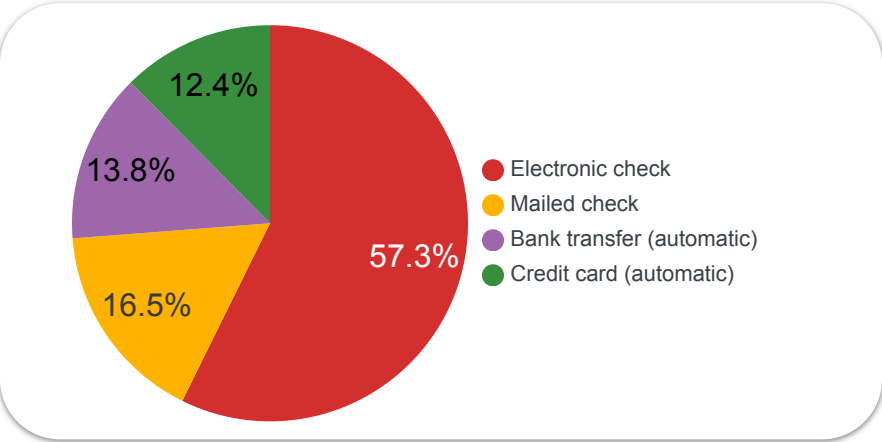
Dependents ▾

InternetService ▾

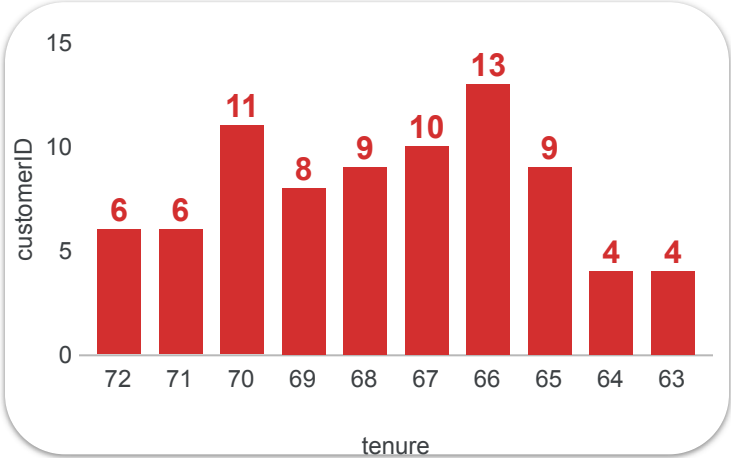
Churn By Contract Type



Churn By Payment Method



Churn By Tenure

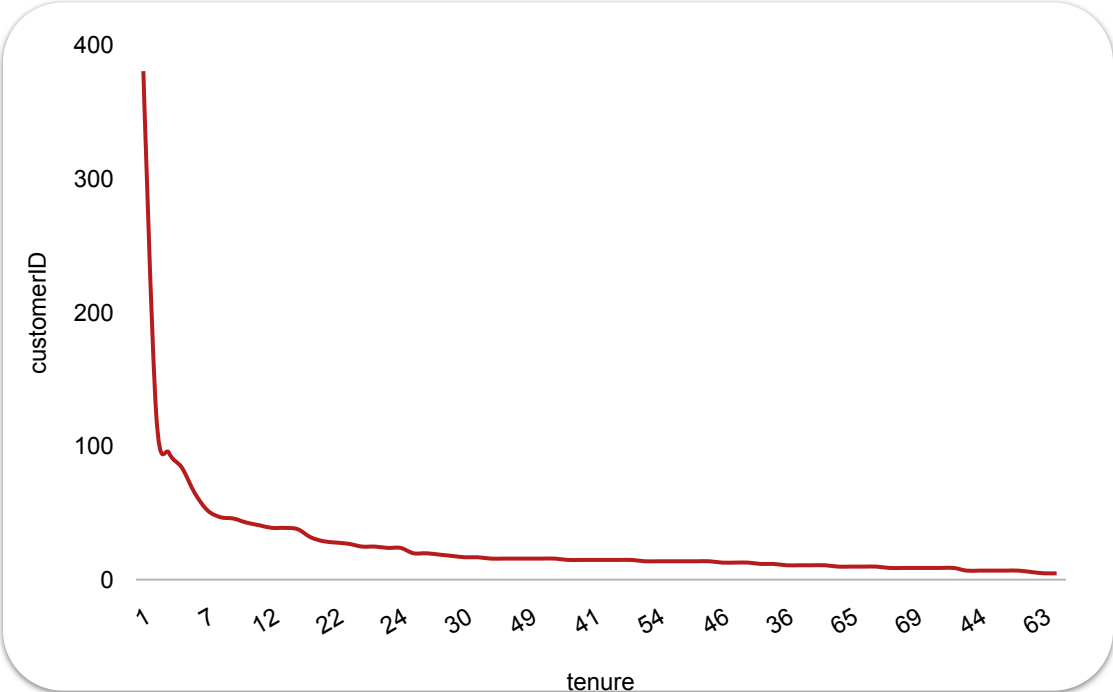


Churn By Add-On Service Usage

OnlineSecurity	TechSupport	StreamingTV	Utilisation ▾
No	No	No	38.15%
No	No	Yes	28.73%
No	Yes	Yes	6.74%
No internet service	No internet service	No internet service	6.05%
Yes	No	No	5.78%
Yes	No	Yes	4.71%
No	Yes	No	4.55%
Yes	Yes	Yes	3.37%
Yes	Yes	No	1.93%

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Month to Month Churn Trend



PhoneNow Churn Dashboard

Total Customers

7,043

Total Churn

1,869

Total Revenue

2,862,927

Revenue Lost

139,131

Avg Tenure

17.98

Churn Rate

27%

PaymentMethod



gender



Contract



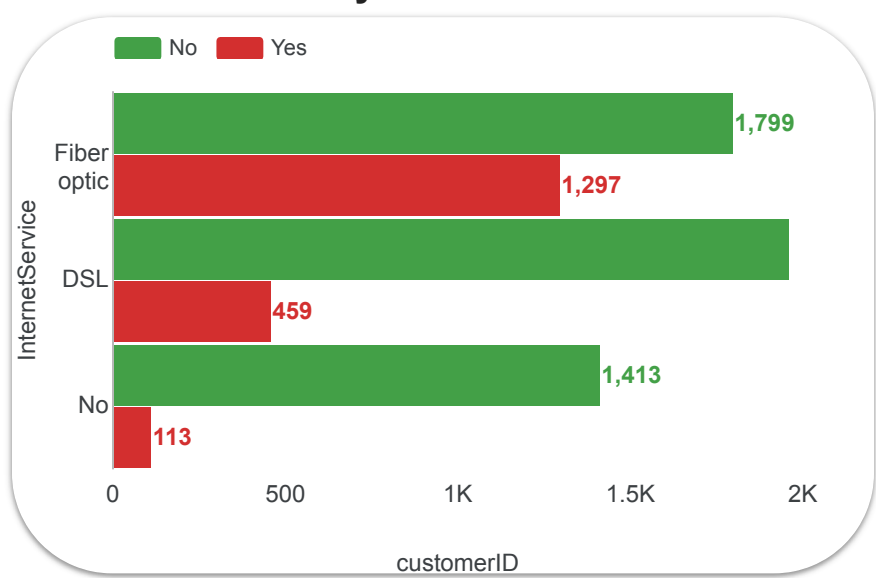
Dependents



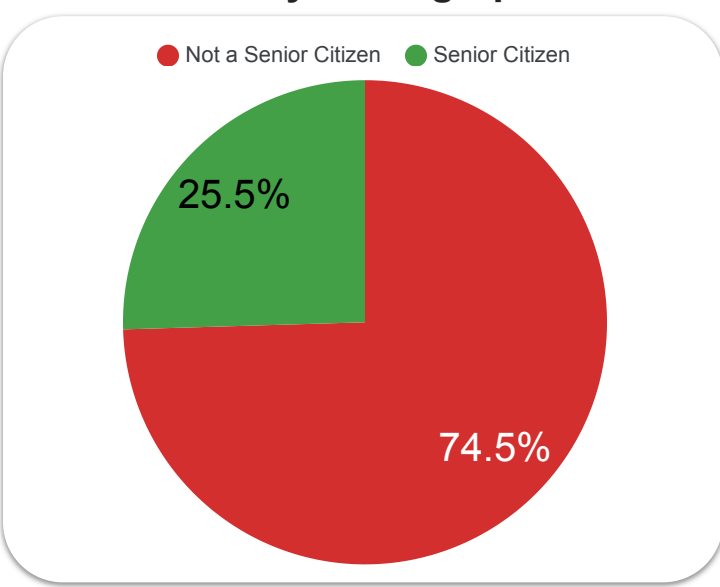
InternetService



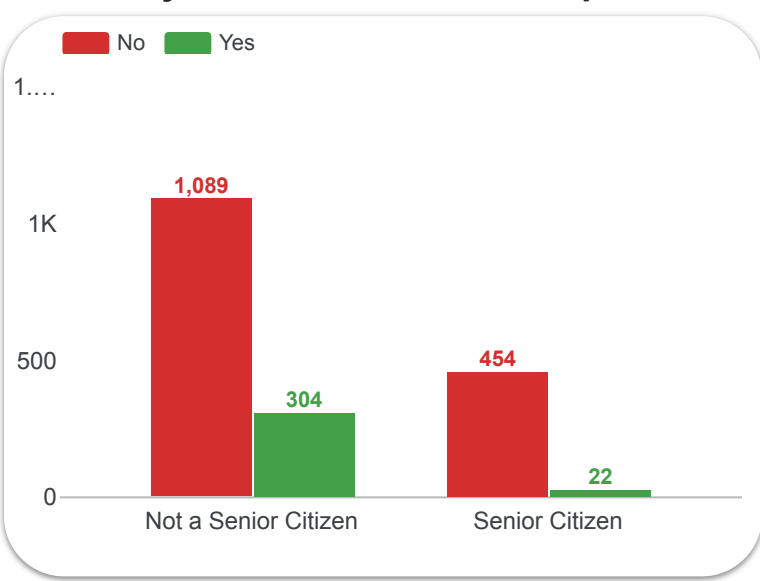
Churn By Internet Service



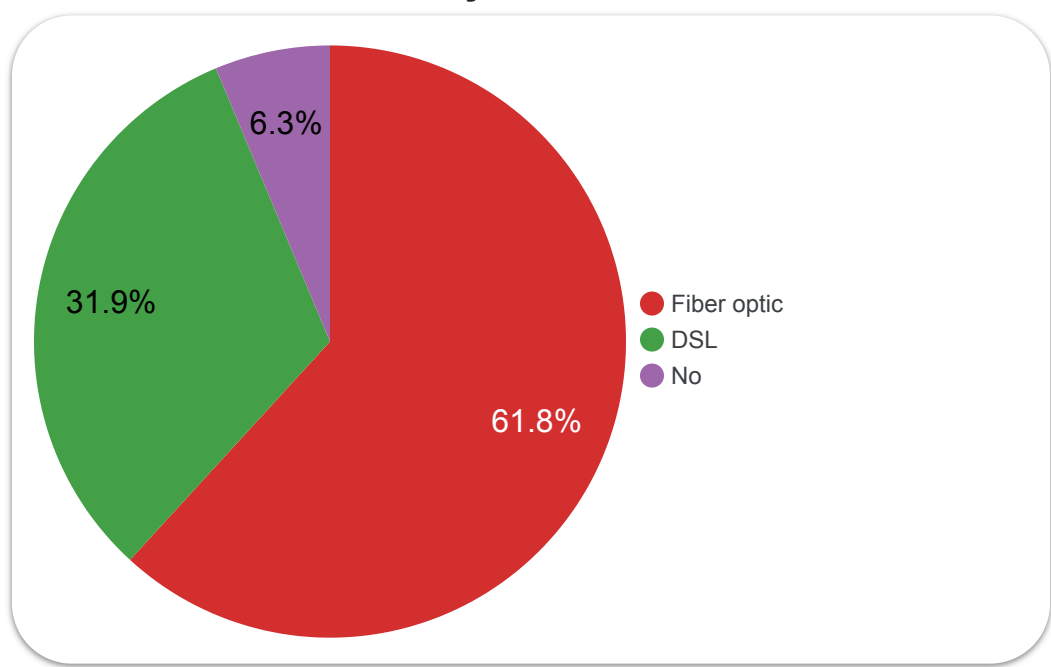
Churn By Demographics



Churn by Senior Citizens and Dependents



Revenue by Internet Service



Month to Month Churn By Add-On Services

OnlineSec...	TechSupp...	DeviceProt...	OnlineBa...	DeviceProt...	cust...
No	No	No	No	No	704
No	No	Yes	No	Yes	191
No	No	No	Yes	No	183
No	No	Yes	Yes	Yes	107
No internet...	No internet...	No internet ...	No internet...	No internet ...	99
Yes	No	No	No	No	89
No	Yes	No	No	No	70
No	Yes	Yes	No	Yes	42

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