Customer Retention @ PhoneNow

Go to Dashboard

Designed by: Chidinma Nwankwo

Visualization tool used: Power Bi

7043
Total Customers

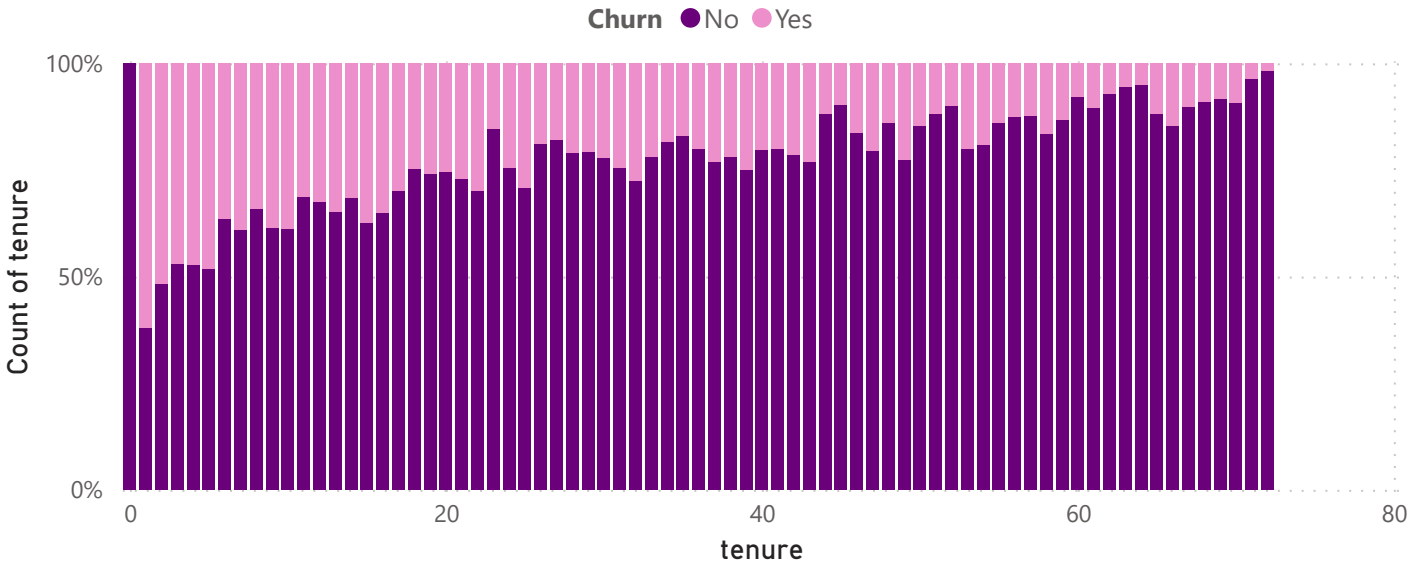**1869**
Total Churned

930
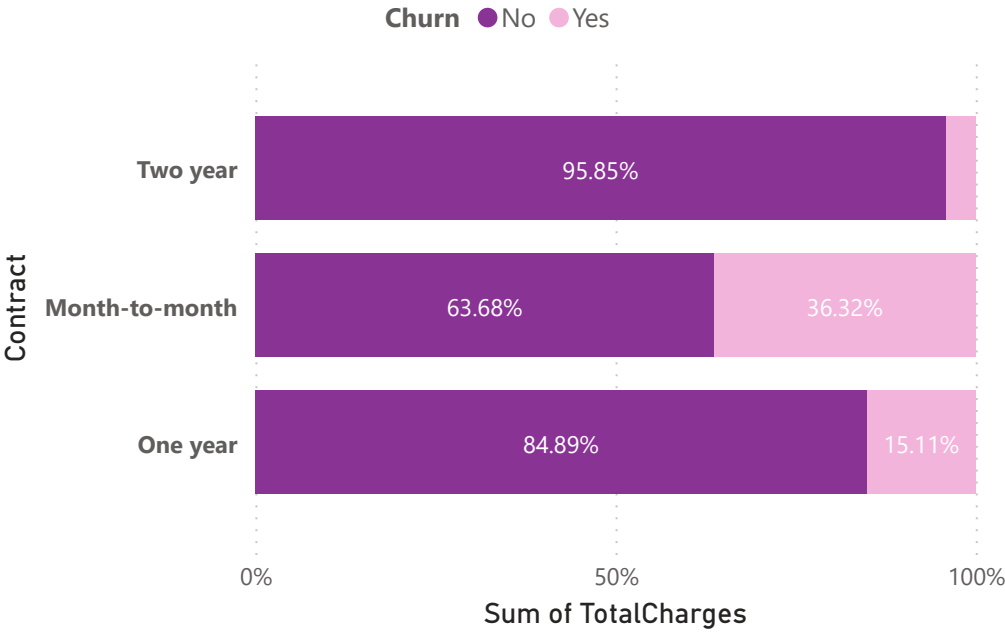Total Churned(male)

939
Total Churned(Female)

16.06M
Revenue

tenure by Churn

Churn ● No ● Yes

Sum of TotalCharges, Revenue and Total Customers by Contract and Churn

Churn ● No ● Yes

Contract		
Two year	95.85%	
Month-to-month	63.68%	36.32%
One year	84.89%	15.11%

Sum of TotalCharges

Churn Rates by Services Rendered

Churn rate by Multiple lines
Churn ● No ● Yes

MultipleLines
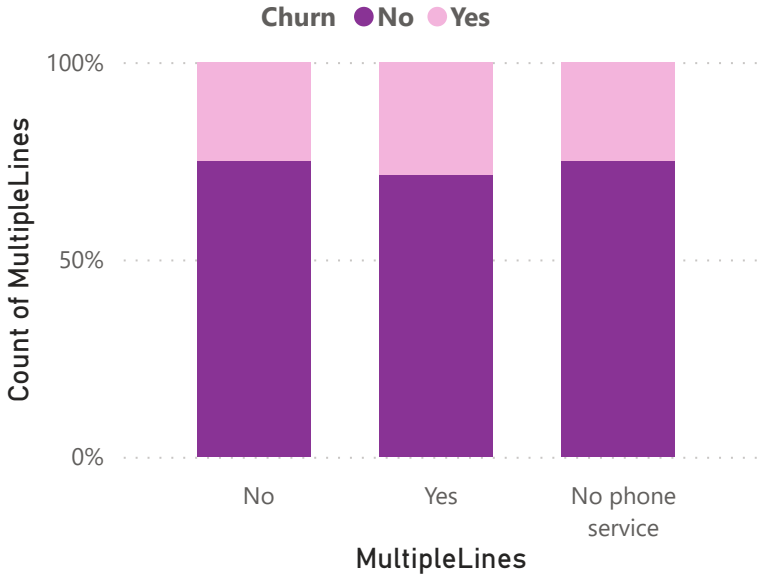
Churn rate by phone service
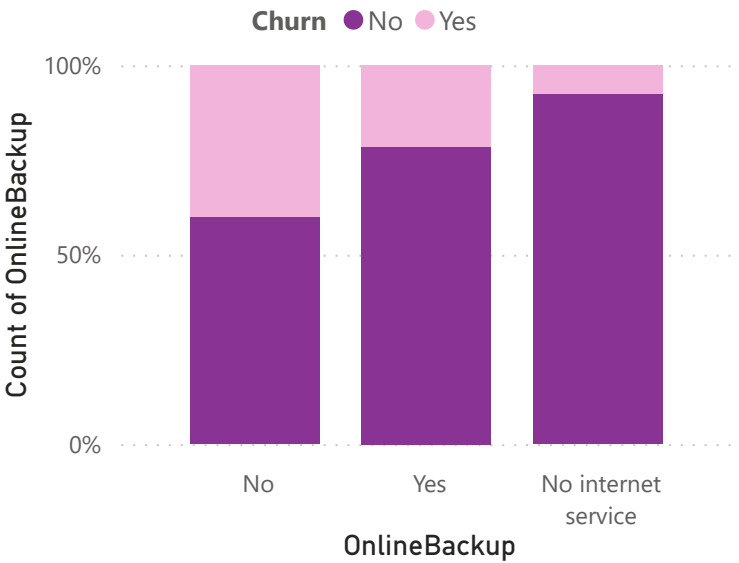Churn ● No ● Yes

PhoneService
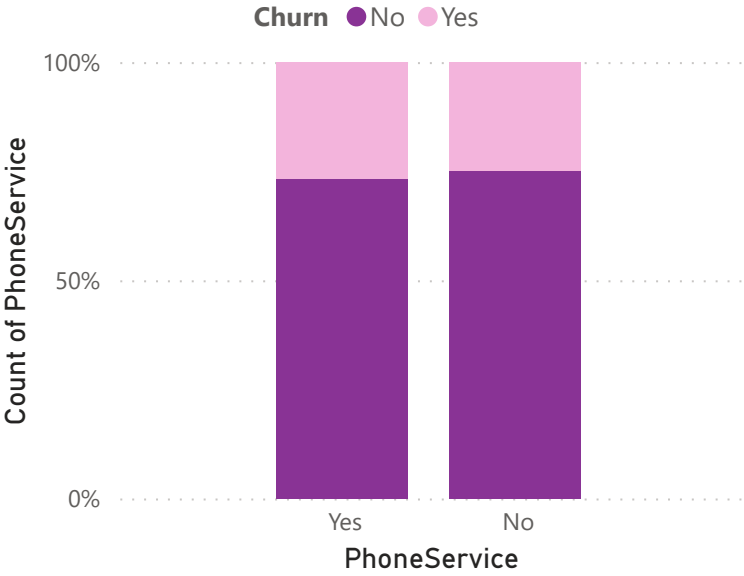
Churn rate by internet service
Churn ● No ● Yes

InternetService
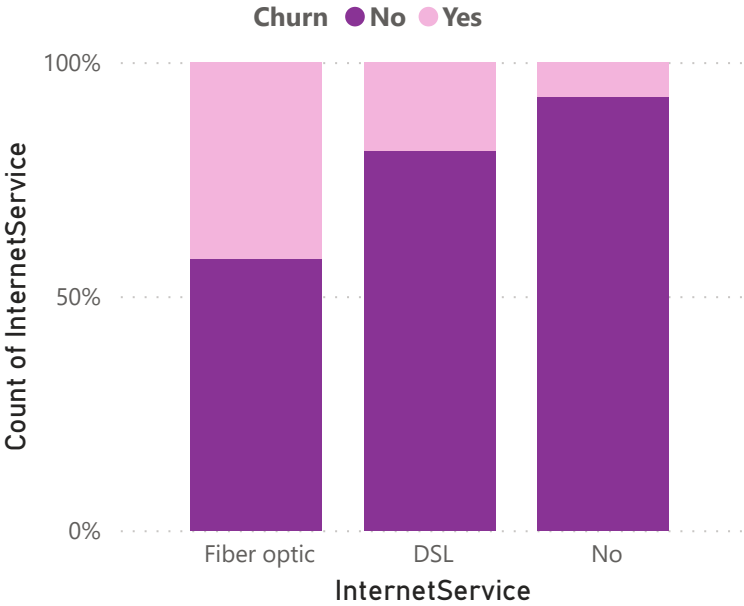
Churn rate by online security
Churn ● No ● Yes

OnlineSecurity
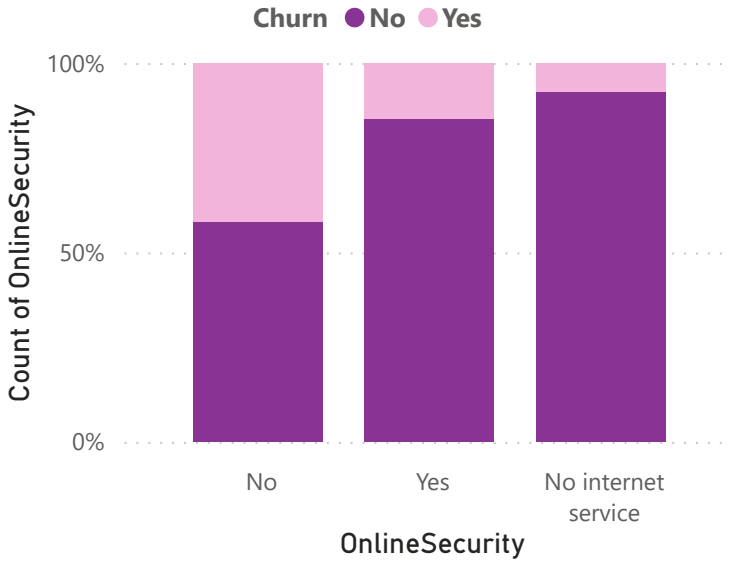
Churn rate by online backup
Churn ● No ● Yes

OnlineBackup

Churn rate by divice protection
Churn ● No ● Yes

DeviceProtection
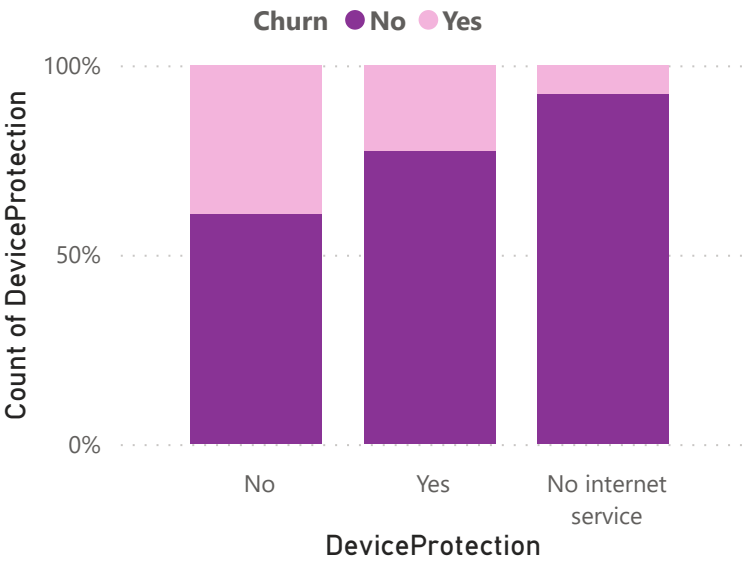
Churn rate by tech support
Churn ● No ● Yes

TechSupport
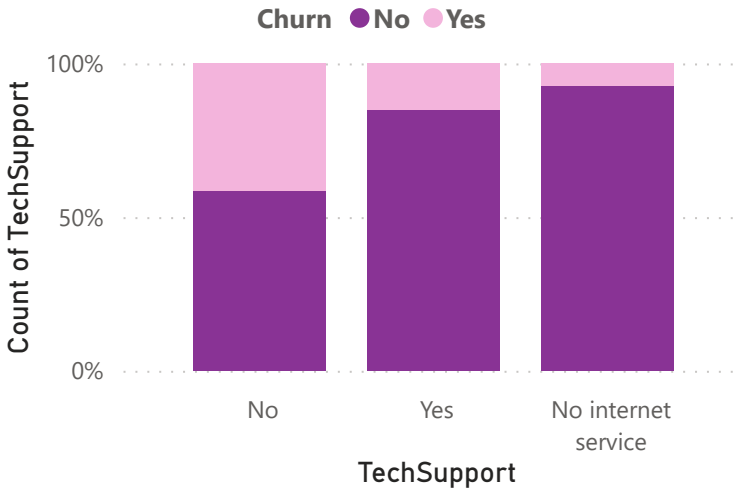
Churn rate by streaming TV
Churn ● No ● Yes
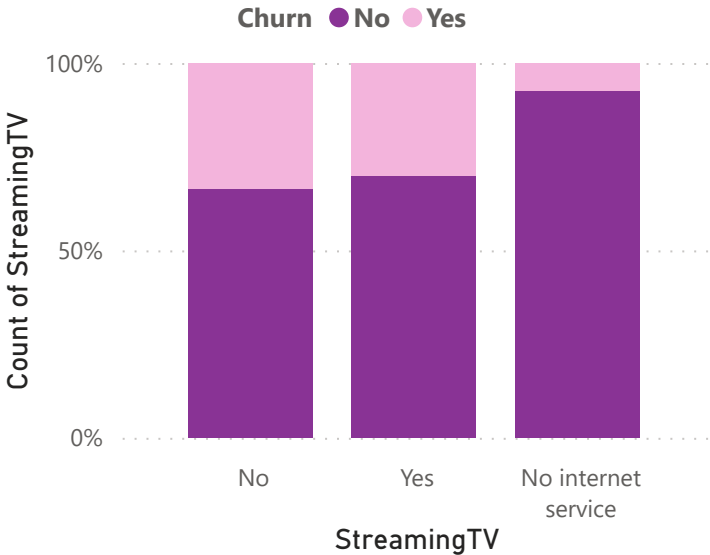
StreamingTV

Churn rate by streaming movies
Churn ● No ● Yes

StreamingMovies
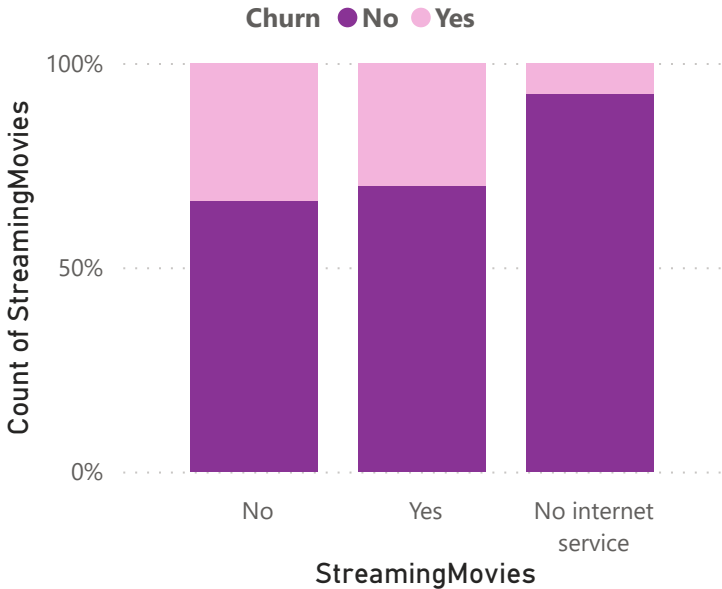
# 3555
Male(s)

# 3488
Females(s)

0-72
Tenure (Months)

Customers by Partner
● No ● Yes

3K (48.3%)

4K (51.7%)
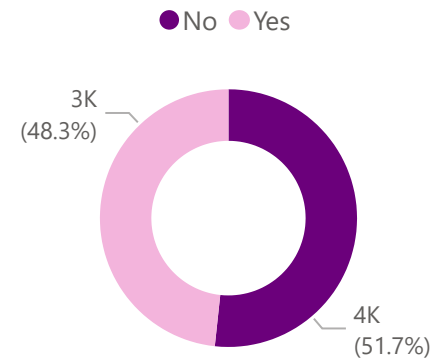
Customers by PaperlessBilling
● No ● Yes

3K (40.78%)

4K (59.22%)
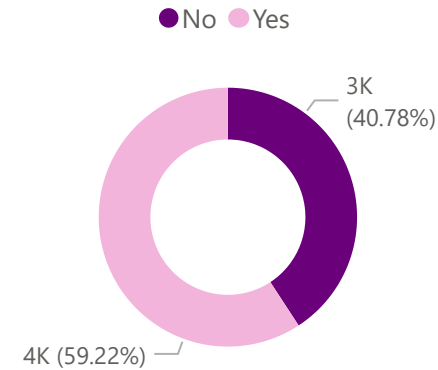
Customers by Dependents
● No ● Yes

2K (29.96%)

5K (70.04%)
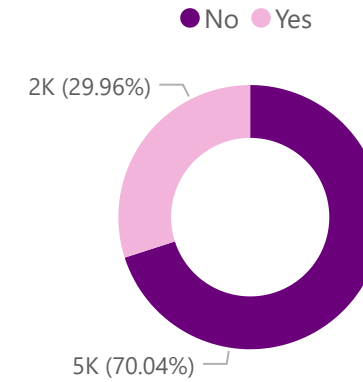
Customers by PaymentMethod

PaymentMethod	Total Customers
Electronic check	2365
Mailed check	1612
Bank transfer (auto...	1544
Credit card (autom...	1522
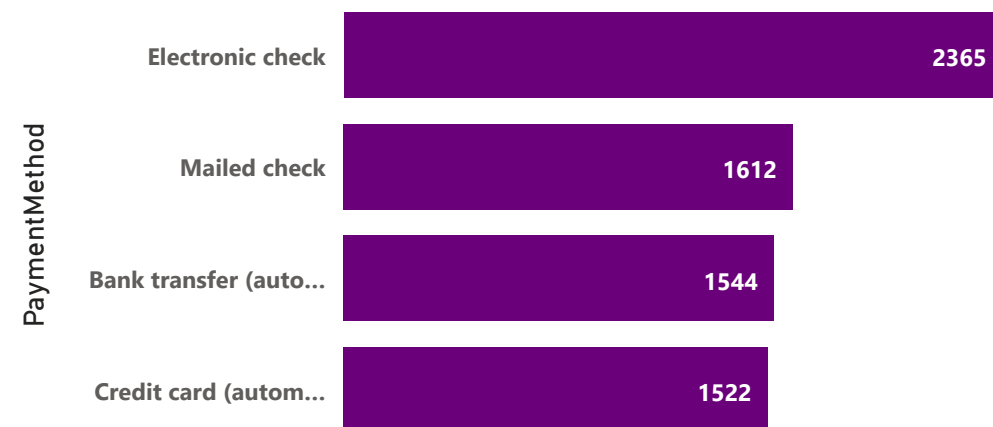
Total Customers by Contract

Contract	Total Customers
Month-to-month	3875
Two year	1695
One year	1473
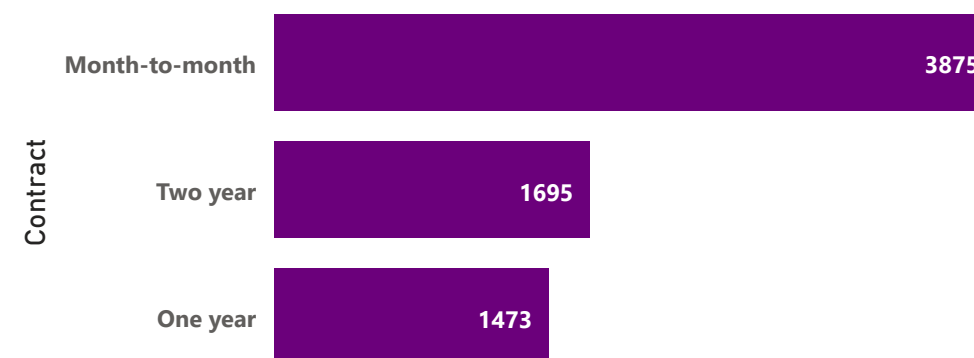
FINDINGS & RECOMMENDATIONS

FINDINGS

- The two-year contract package recorded the highest number of retained customers while the month-on-month recorded the lowest number of customers.
- The churn rate based on services rendered recorded fiber optics as having the highest churn rate.
- On the average, prices for the two-year contract customers (60.8%), one year contract (65.1%) and month-on-month(65.1%
- The majority on the basis of contract was the month-on-month.
- The electronic payment method seems to be the most preferred form of payment while the credit card method was the lowest.

RECOMMENDATIONS

- The two-year package and the one-year contract package should be encouraged be because it is most cost-efficient.
- The churn rate based on fiber optics should be looked into as the majority of people who churned fall into this category.
- The organization needs to be proactive with retention management by being proactive with asking the customers the right questions and getting feedback, this can be achieved through questionnaires, surveys, areas to be looked into include but not limited to price, the product or service rendered, customer experience, state of the business and lack of value.
- Projections could also be made for customers who may no longer require the services currently provided, this information sis also necessary as it gives insight on what can be done to further improve and retain customers better and longer.
- Giving discounts and other incentives to new and existing customers could further reduce the churn rate.