

PhoneNow – KPI Dashboard

TASK 3

Customer Retention

Customer demographics and insights

To the engagement partner,

I am Mayank Dwivedi, a Data Analyst Intern at PwC Virtual Internship. I have been given a task to prepare a KPI dashboard for the provided dataset.

Here, I am explaining your findings, and included suggestions as to what needs to be changed key points from customer churn EDA that will be my suggestions to the company.

1. As per Key Influencers important factors that affect churn are:

- **Number of Tech Tickets:** When numTechTickets goes up by 1.55 the likelihood of churn being YES increases by 9.83 times.
- **TotalCharges:** Run total charges goes down by 2363.28. The likelihood of churn being YES increases by 4.69 times.
- **Tech Support:** When support as a service is. No, the likelihood of churn team YES increases by 2.82 times.
- **Tenure:** When tenure goes down by 24.18 the likelihood of churn being YES increases by 2.43 times.
- **Online Security:** When online security is no, the likelihood of churn being gas increases by 2.44 times.
- **Payment Method:** When payment method is electronic check. The likelihood of churn being yes increases by 1.84 times.
- **Online Backup:** When online backup is no, the likelihood of churn being gas increases by 1.83 times.

2. As per Churn Dashboard:

- When pie chart is drawn for top 5 count of churn by tenure, it was found that more than 50% of their total churn was for tenure 1.

i.e., Low value of tenure has a greater number of churns.
- Month-to-month Contract has 88.55% of churn by contract. Whereas one year and Two year contracts have 8.88% and 2.57 % of total churn respectively.

i.e., Month-to-month contracts are most likely to get churn.
- Customers without dependents are more likely to get to get churn in both the genders.
- Customers with 0 numTechTickets are accounted for 63.99% of total count of Churns..

I hereby submit my KPI report for Churn analysis, and I hope this report fits a space in ur good books. I case I made a mistake and you want to suggest me anything please let me know.

Thank you.

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