**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.

1. **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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