

# Churn report

PhoneNow Inc. 

\*report based on customer churn is "Yes"

1869

Customers at risk

2173

# of TechTickets

885

# of AdminTickets



\$2.86M

Total Charges

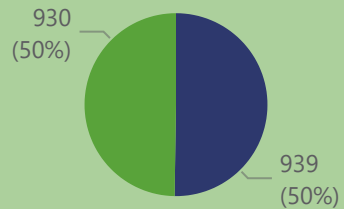
\$139.13K

Monthly Charges

## Demographic



Female Male



25%

Senior Citizen

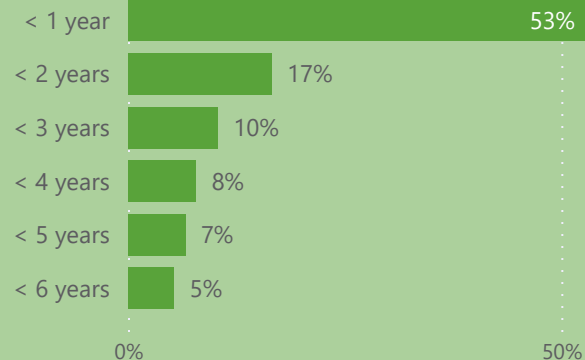
36%

Partner

17%

Dependent

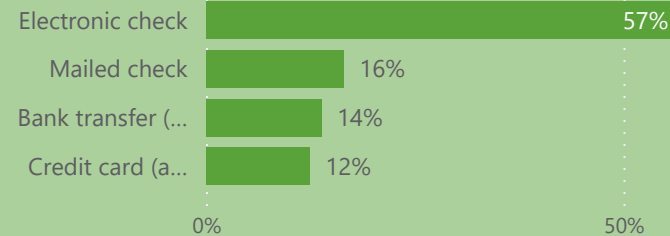
## Subscription time



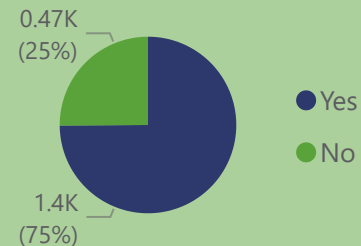
## Customer account information



### Payment method



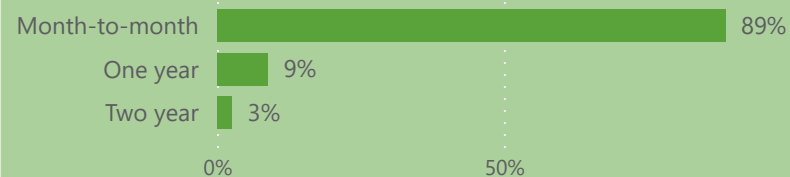
### Paperless billing



### Average charges

\$74.44  
Monthly  
\$1,531.80  
Total

### Type of contract



## Services customer signed up



15.78%  
Online Security  
27.98%  
Online Backup  
29.16%  
Device Protection  
16.59%  
Tech Support  
43.77%  
Streaming Movies  
43.55%  
Streaming TV

90.90%

Phone Service



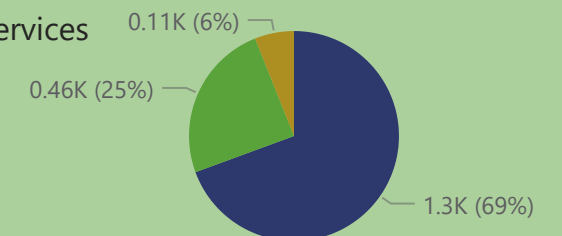
With Multiple Lines?

50.03% | 49.97%  
Yes | No



Fiber optic DSL No

### Internet services





# Customer Risk Analysis

## Risk of churn

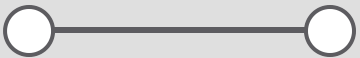
- ☐ No  
☐ Yes

## Internet service

- ☐ DSL  
☐ Fiber optic  
☐ No

## Subscription time (months)

0 72



## Contract Type

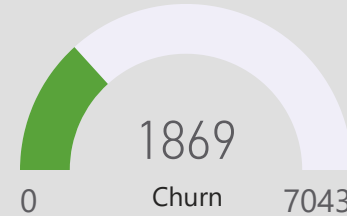
- ☐ Month-to-month  
☐ One year  
☐ Two year

7043

Total customers

26.54%

Churn rate%

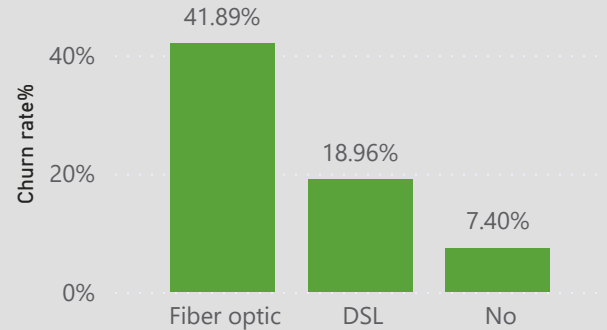


\$16.06M

Yearly Charges

3632  
Admin Tickets  
2955  
Tech Tickets

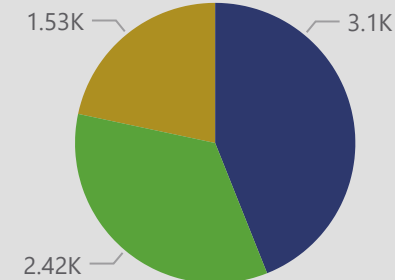
Churn rate by type of internet services



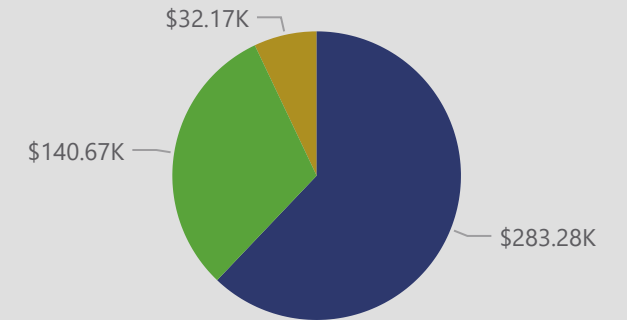
# of customer by type of internet service

InternetService

- ☒ Fiber optic  
☒ DSL  
☒ No

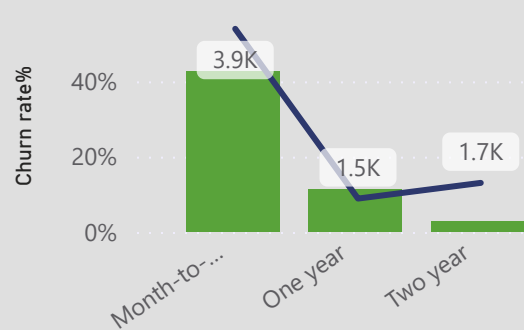


Total monthly charges



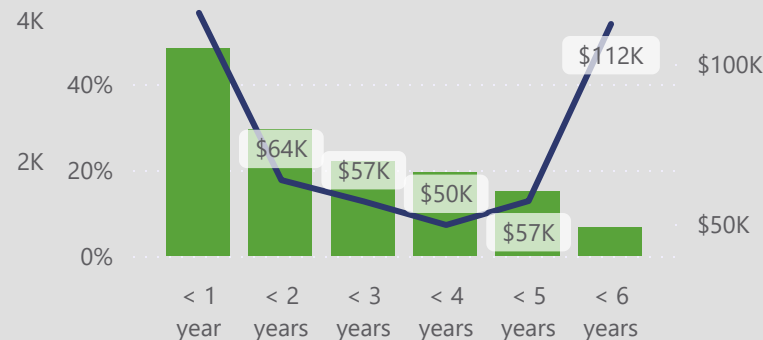
Churn by type of contract

Churn rate% Customer



Churn by year of contract

Churn rate% Total Monthly Charges



Churn by payment

Churn rate% Total Monthly Charges

