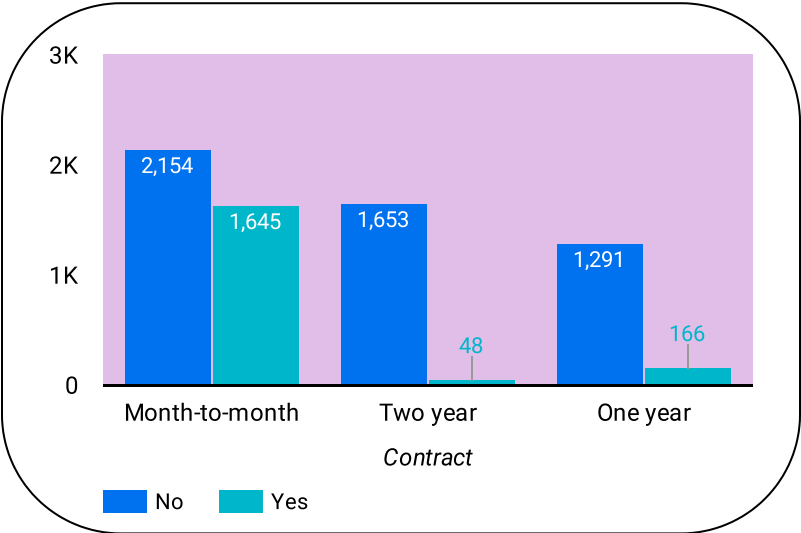


# PhoneNow Churn Dashboard

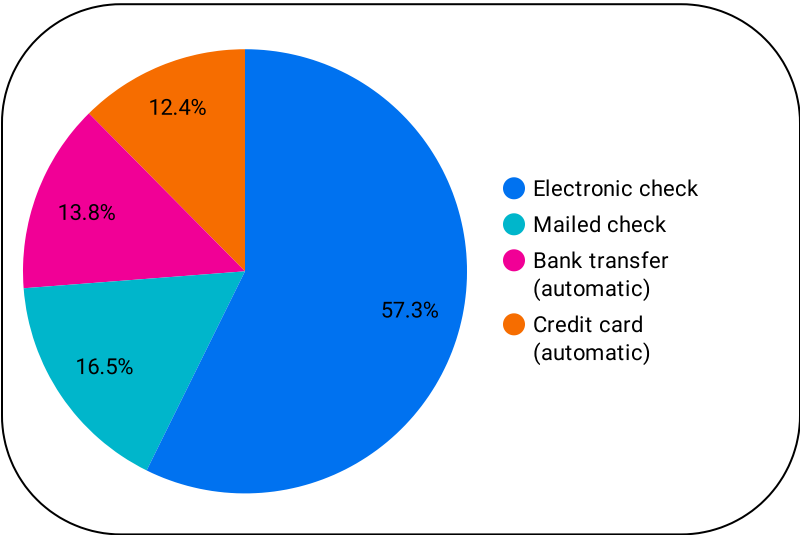
Total Customer	Total Churn	Total Revenue	Revenue Lost	Monthly Revenue Lost	Avg Tenure	Churn Rate
7,043	1,869	16,081,293	2,862,926.9	139,131	17.98	0.27

PaymentMethod	gender	Contract	Dependents	InternetService
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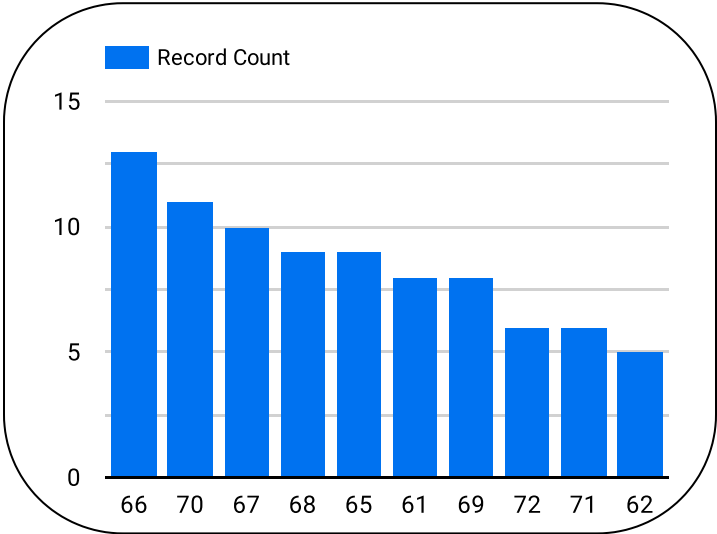
Churn by Contract Type



Churn by Payment Method



Churn by Tenure

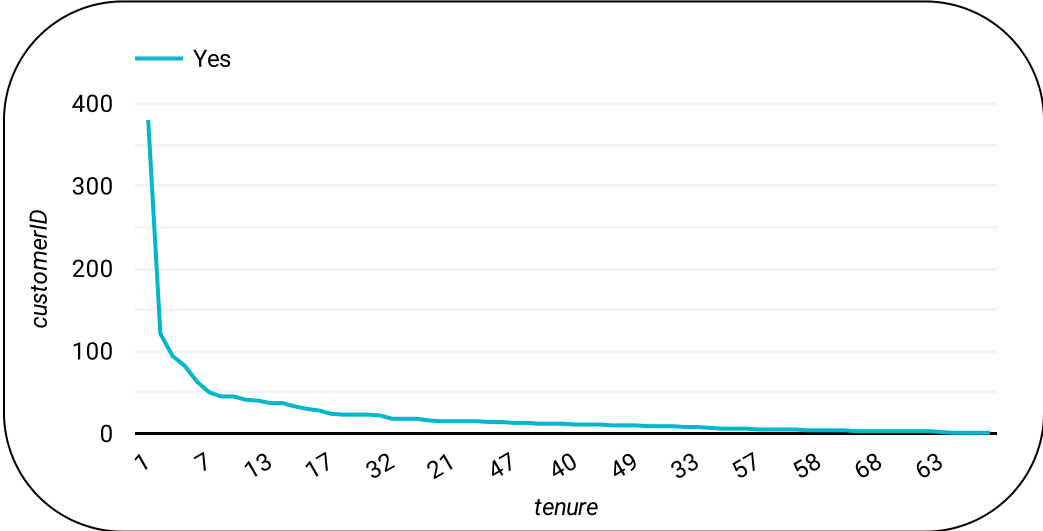


Churn by Addon Service Usage

	OnlineS... ▾	StreamingTV	TechSupport	Utilisation
1.	Yes	No	Yes	8.04%
2.	Yes	Yes	Yes	9.68%
3.	Yes	Yes	No	22.11%
4.	Yes	No	No	20.69%
5.	No internet ser...	No internet service	No internet service	7.4%
6.	No	No	No	48.77%
7.	No	Yes	Yes	22.22%

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Month to Month Churn Trend



PhoneNow Churn Dashboard

Total Customer

7,043

Total Churn

1,869

Total Revenue

16,081,293

Revenue Lost

2,862,927

Monthly Revenue Lost

139,131

Avg Tenure

17.98

Churn Rate

0.27

PaymentMethod

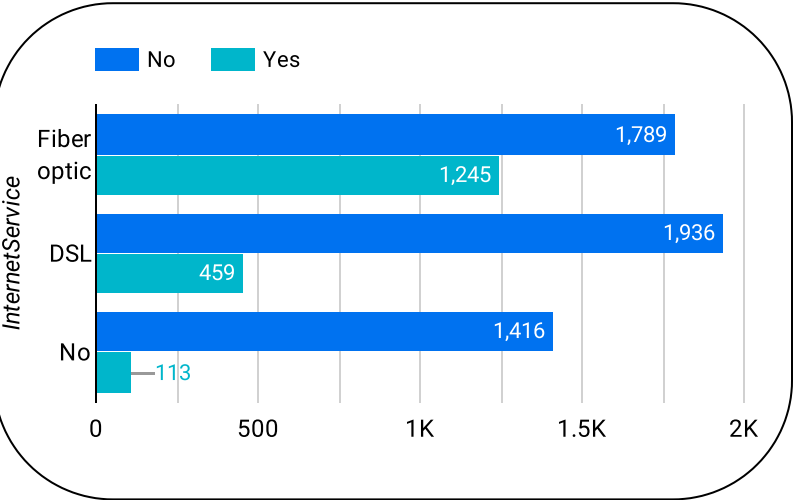
gender

Contract

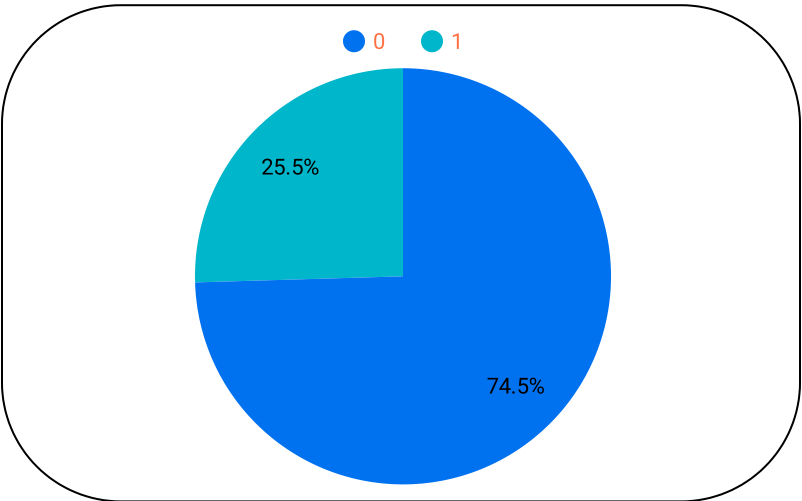
Dependents

InternetService

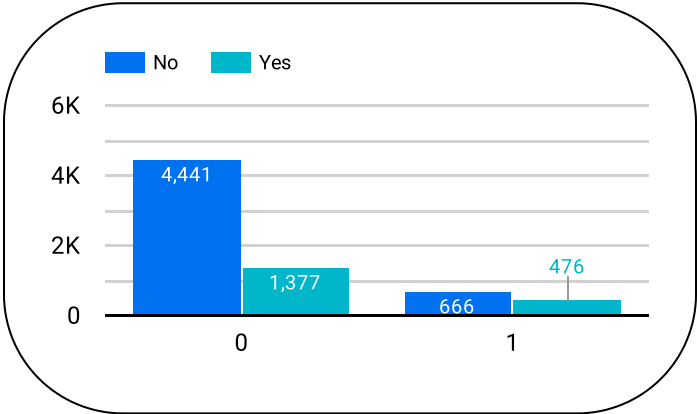
Churn by InternetService



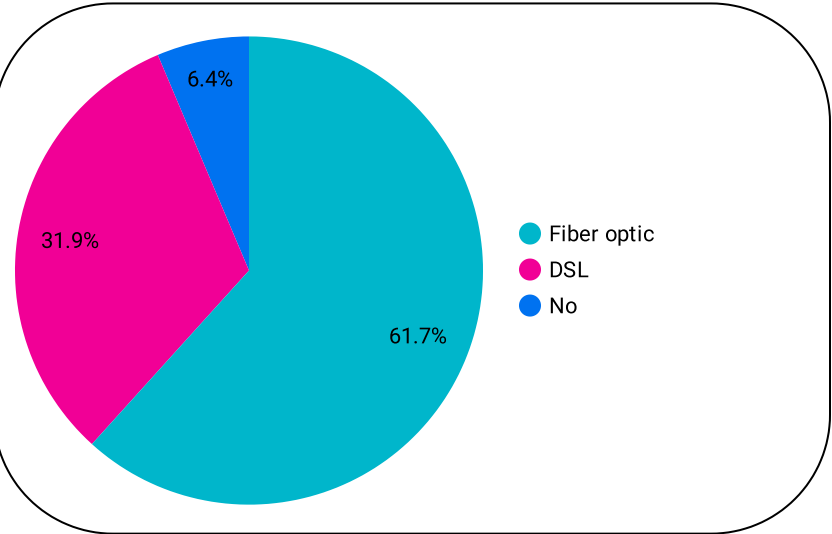
Churn by Demographics



Churn by Senior Citizen and Dependents



Revenue by Internet Service



Month to Month Add on Service

	OnlineSecurity	TechSupport	DeviceProtection	Contract	customerID
1.	No	No	No	Month-to-month	711
2.	No internet service	No internet service	No internet service	Month-to-month	425
3.	No	No	Yes	Month-to-month	269
4.	Yes	No	No	Month-to-month	253
5.	No	Yes	No	Month-to-month	190
6.	No	Yes	Yes	Month-to-month	118
7.	Yes	Yes	No	Month-to-month	101
8.	Yes	No	Yes	Month-to-month	97