

WELCOME TO PHONE NOW



OVERVIEW

DEMOGRAPHICS

CUSTOMER SERVICES

CUSTOMER ACCOUNT
INFORMATION



TOTAL CUSTOMERS
7043

PWC CUSTOMER RETENTION ANALYSIS

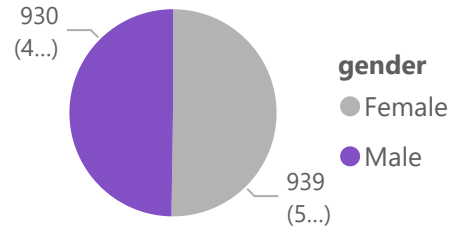
DEMOGRAPHICS

TOTAL CHURNED CUSTOMERS
1869

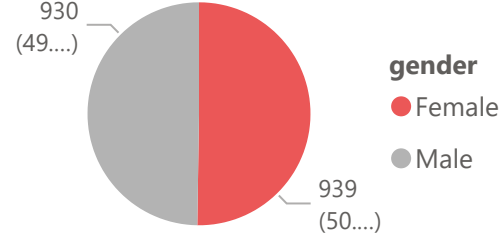
MONTHS SUBSCRIBED



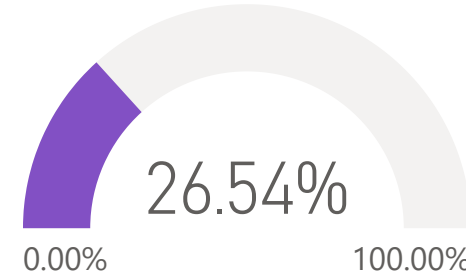
MALE CHURNED CUSTOMERS



FEMALE CHURNED CUSTOMERS



CHURN RATE



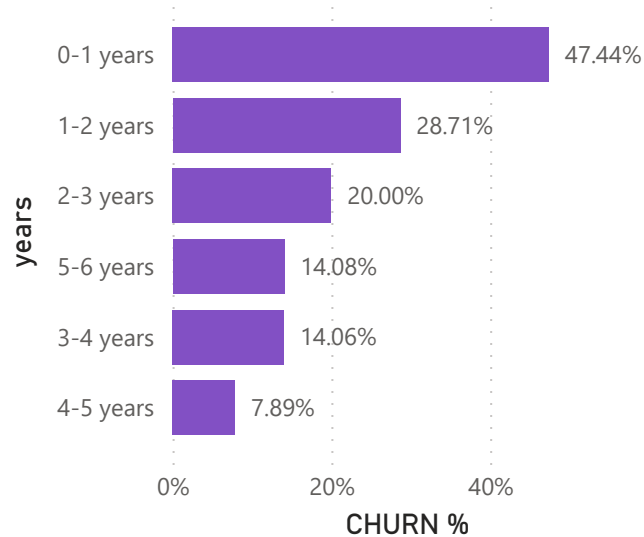
TOTAL MALE CUSTOMERS
3555

TOTAL FEMALE CUSTOMERS
3488

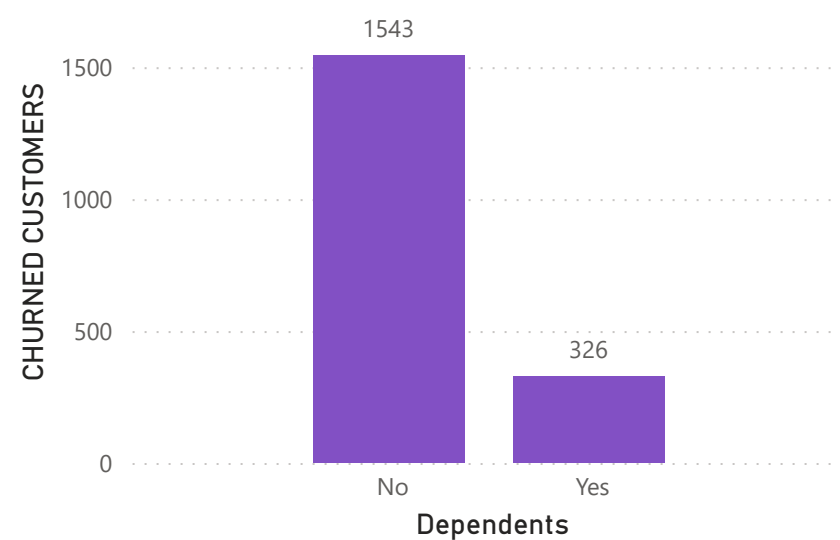
SENIOR CITIZENS
1142



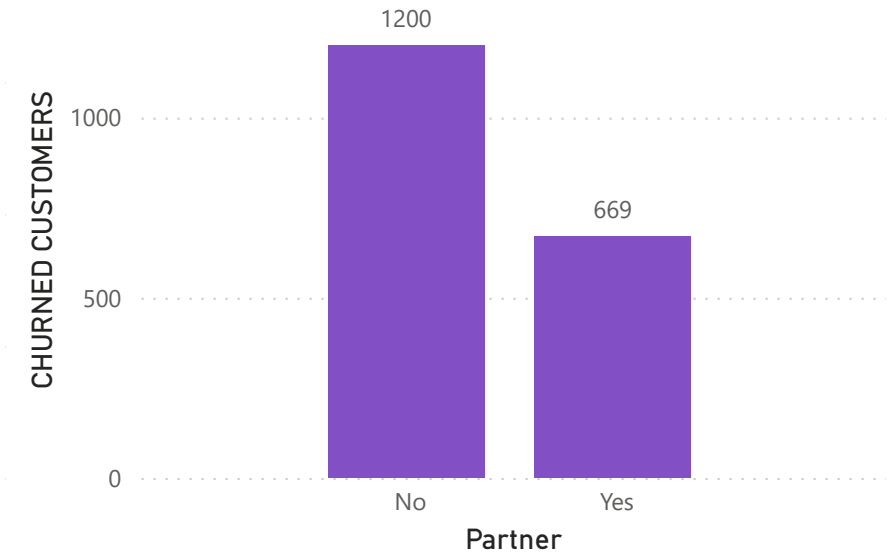
CHURN % by years



CHURNED CUSTOMERS by Dependents



CHURNED CUSTOMERS by Partner



Our customer gender distribution is almost even. Marital status and dependence of our customers does not seem to have much effect on their churn rate.



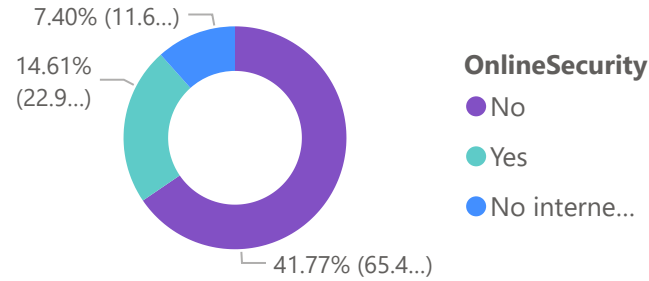
26.54%

CHURN %

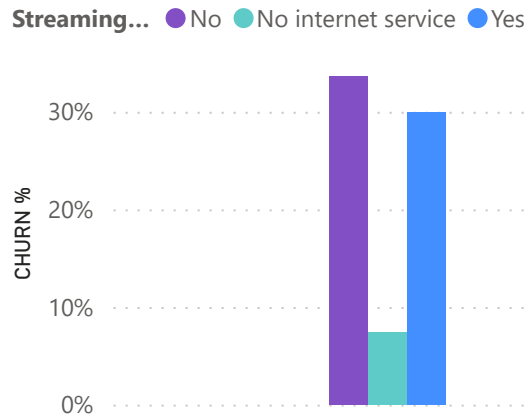
PWC CUSTOMER RETENTION ANALYSIS

CUSTOMER SERVICES

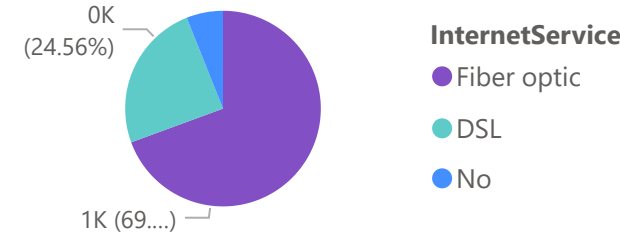
CHURN % by OnlineSecurity



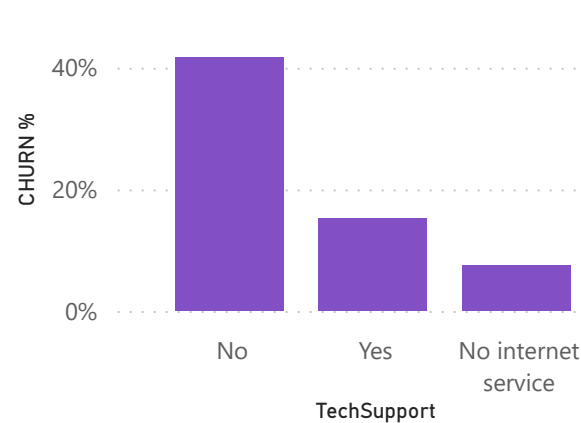
CHURN % by StreamingMovies



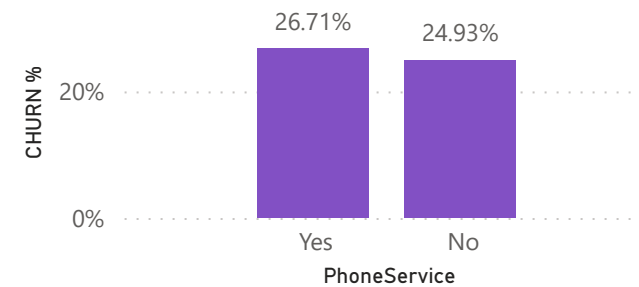
CHURNED CUSTOMERS by InternetService



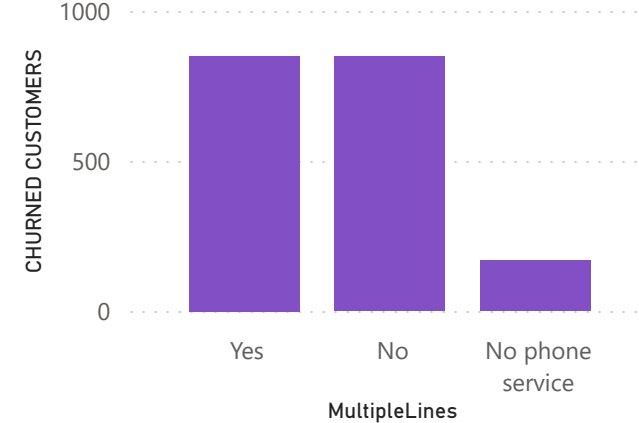
CHURN % by TechSupport



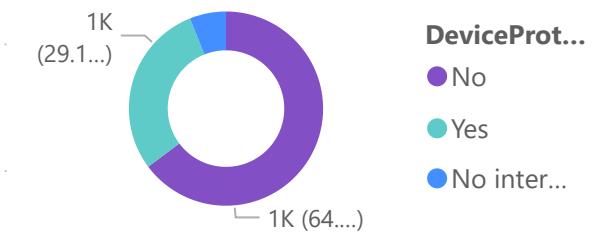
CHURN % by PhoneService



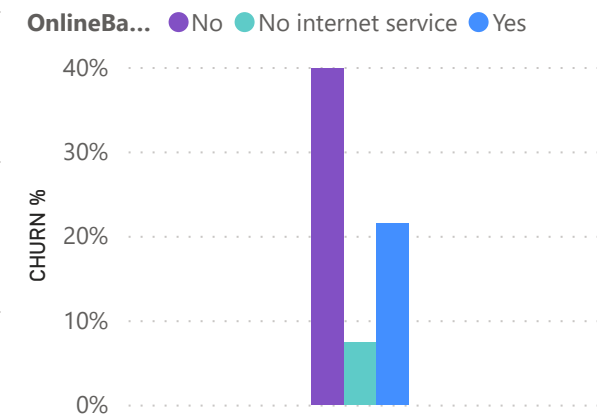
CHURNED CUSTOMERS by MultipleLines



CHURNED CUSTOMERS by DeviceProtection



CHURN % by OnlineBackup



When it comes to customer services, churn rate is higher in customers who have not subscribed to most of our services such as: Device protection(64.79%), online security(65.48%), streaming movies(33.68%), tech support(41.64%) and online backup(39.93%). The rate of subscription should be looked into to encourage customers to stay with us. The tech support for fiber optic customers should be increased to reduce churn rate.

16.06M

Sum of TotalCharges

456.12K

Sum of MonthlyCharges

PWC CUSTOMER RETENTION ANALYSIS

CUSTOMER ACCOUNT INFORMATION



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

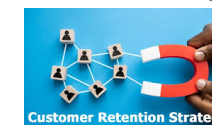
- InternetService
- ☐ DSL
 - ☐ Fiber optic
 - ☐ No

3632

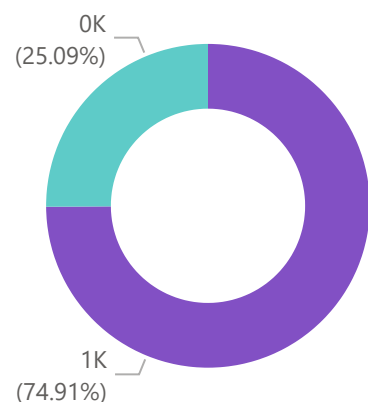
Sum of numAdminTickets

2955

Sum of numTechTickets



CHURNED CUSTOMERS by PaperlessBilling



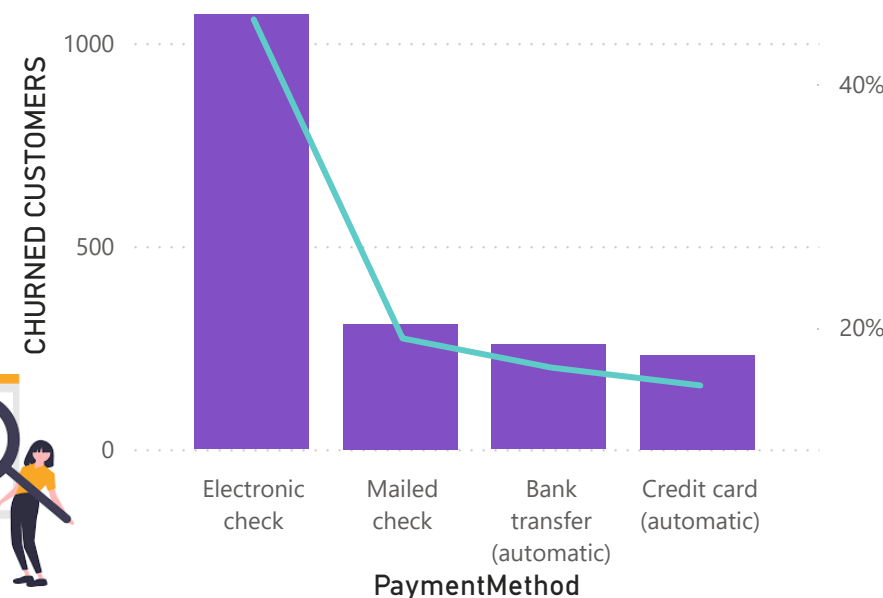
PaperlessBilling

- Yes
- No



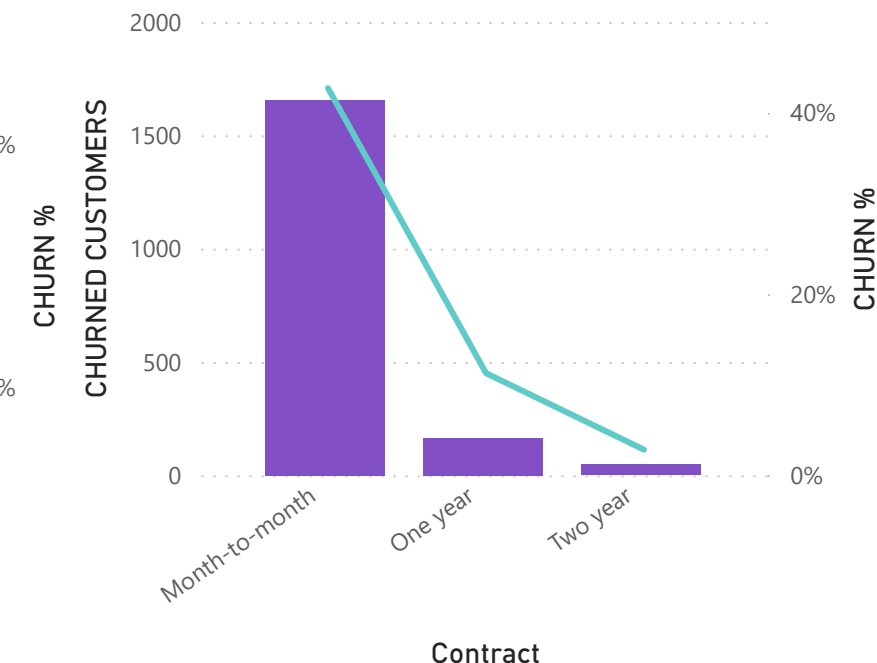
CHURNED CUSTOMERS and CHURN % by PaymentMethod

CHURNED CUSTOMERS CHURN %



CHURNED CUSTOMERS and CHURN % by Contract

CHURNED CUSTOMERS CHURN %



To reduce churn rate,we should increase automatic payments as well as one year and two year contracts.