



# Customer Retention & Churn Analysis



# PhoneNow Dashboard

Gender

Female

Male

PaymentMethod

Bank transfer  
(automatic)

Credit card  
(automatic)

Total Customer

7043

Total Churned

1869

Total Revenue

2.86M

Total Charges

16.06M

Churn Rate %

26.54%

Total Loss

13.19M

Churn

☐ No

☐ Yes

InternetService

☐ DSL

☐ Fiber optic

☐ No

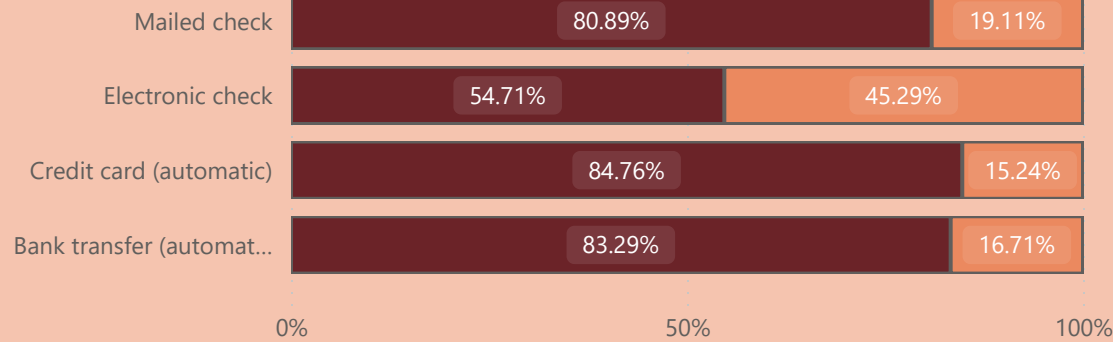
Contract

☐ Month-to-month

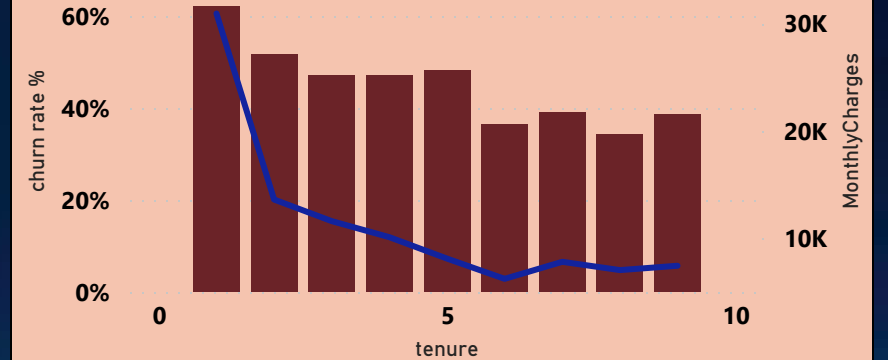
☐ One year

☐ Two year

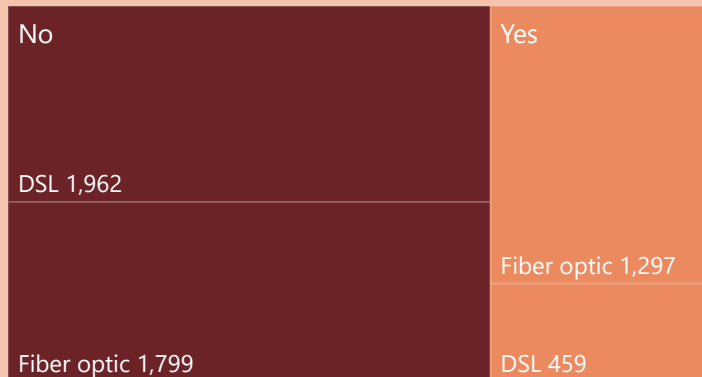
Payment Methods



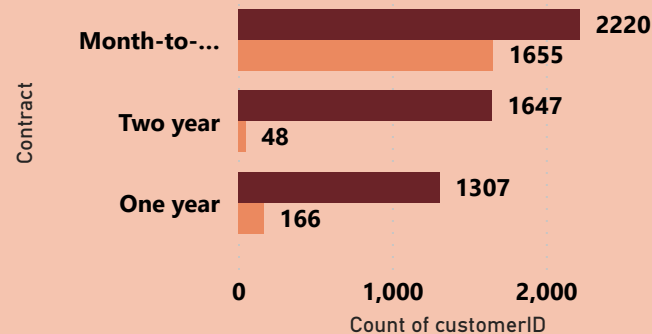
Tenure



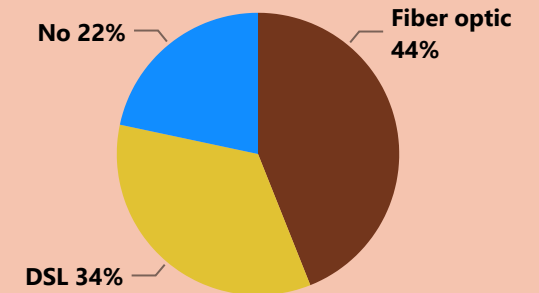
Churn by Internet Service



Contract



Customer by Internet Service



# CUSTOMER DEMOGRAPHICS

Total Customer  
7043

Females  
3488

Males  
3555

Dependent  
2110

Non Dependent  
4933

Stayed  
5174

Churned  
1869

With Partner  
3402

Without Partner  
3641

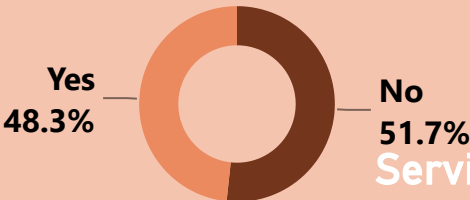
Senior Citizen  
25%

Partner  
36%

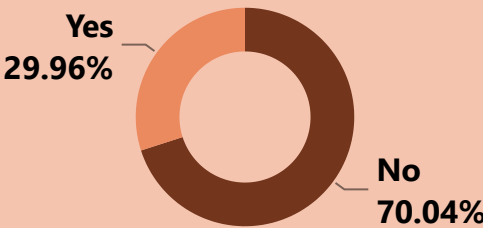
## Gender Distribution



## Partner Distribution



## Dependency Distribution



## Services customers signed up for

29%  
device protection in %

28%  
Online Backup

16%  
Online Security

91%  
Phone Service

44%  
Streaming Movies

44%  
Streaming TV

17%  
Technical Support

## Technical Tickets and Admin Tickets





# Customer Retention Analysis

Gender

Female

Male

PaymentMethod

Bank transfer  
(automatic)

Credit card  
(automatic)

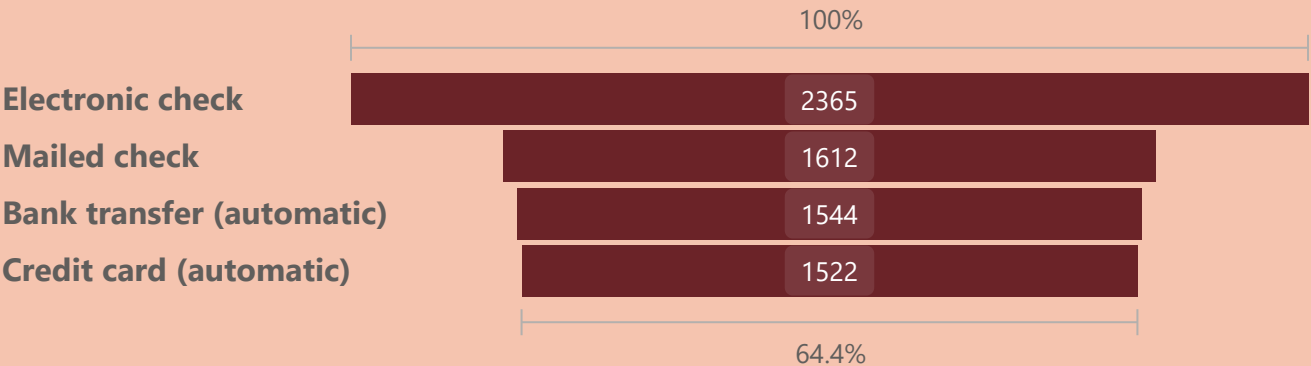
Total Customer  
**7043**

Total Charges  
**16.06M**

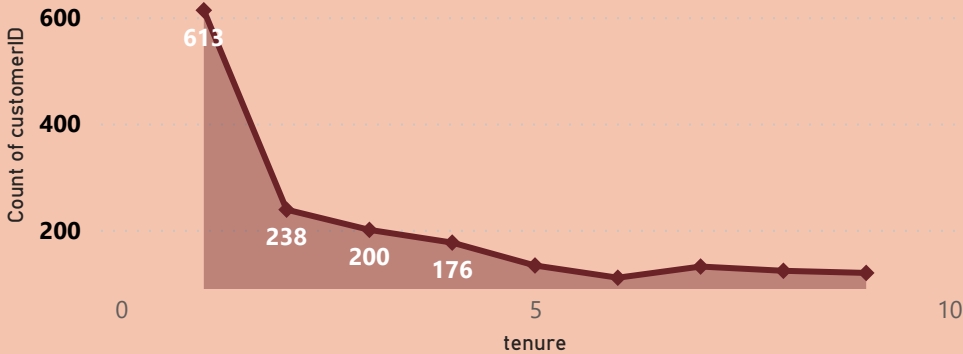
Monthly Average  
**64.76**

Total Stayed  
**5174**

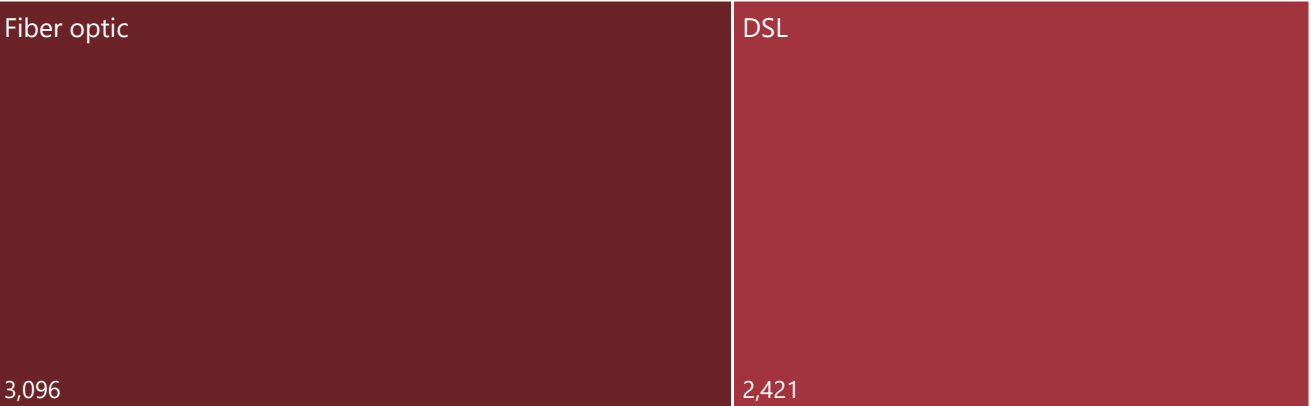
Customer by Payment Method



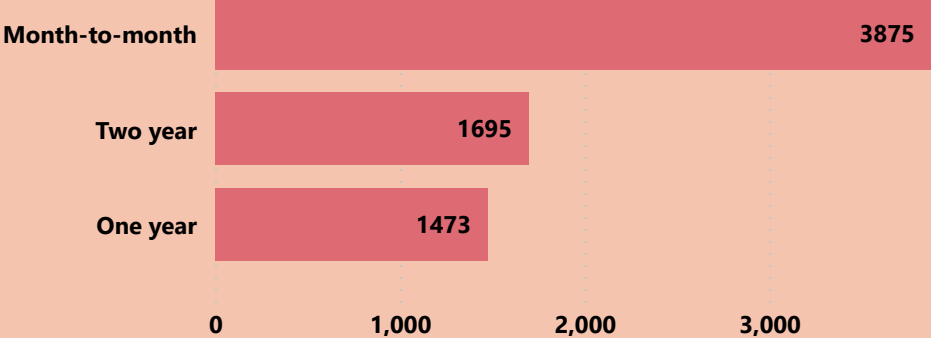
Customer by Tenure



Customer by Internet Service



Customer by Contract





# Customer Churn Analysis

Gender

Female

Male

PaymentMethod

Bank transfer  
(automatic)

Credit card  
(automatic)

Total Customer

7043

Churned Customer

1869

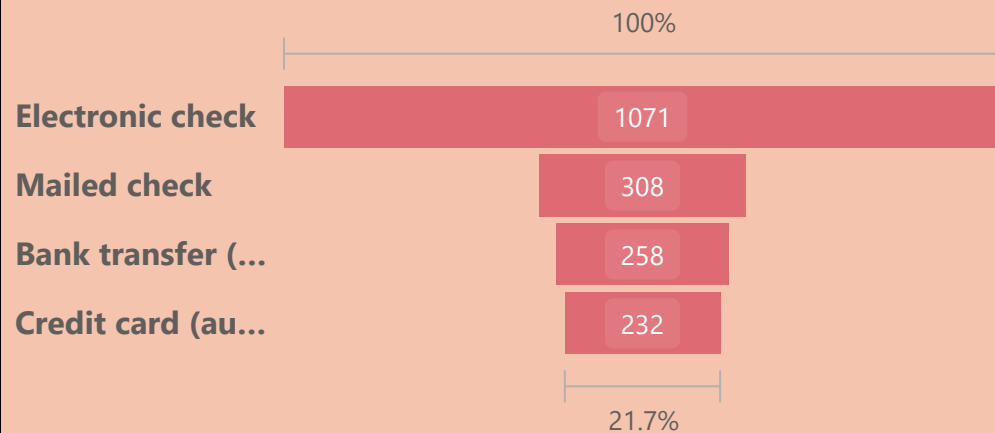
Monthly Average

13.19M

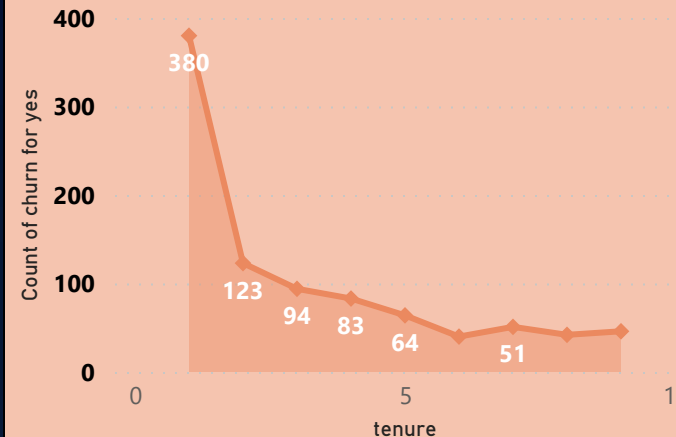
churn rate %

0% 26.54% 100%

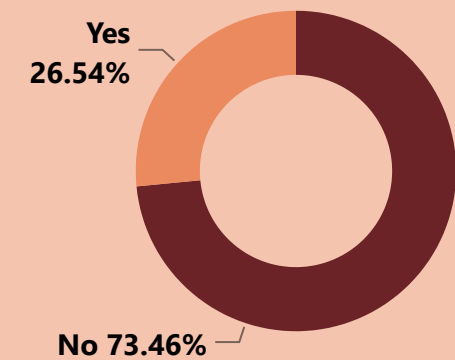
Customer by Payment Method



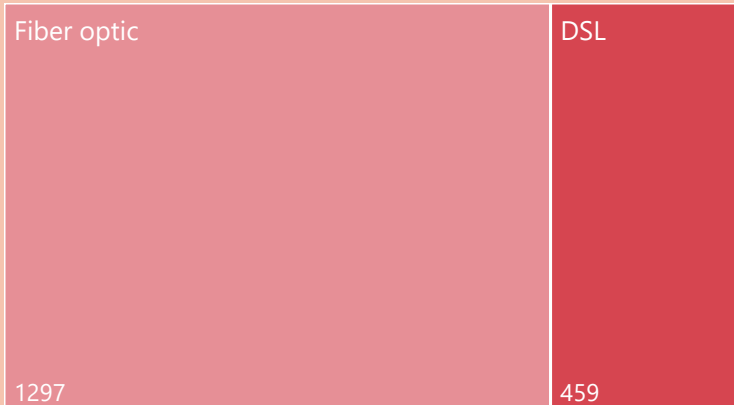
Customer by Tenure



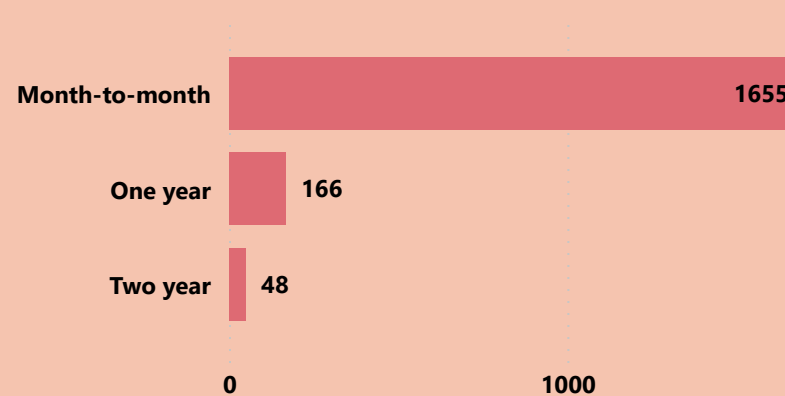
Gender Distribution



Customer by Internet Service



Customer by Contract



churn rate % by Loyalty

