



pwc

PhoneNOW

Customer Rentention

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Designed By: Sandra Asagade

Tool: Power BI

OVERVIEW


[Overview](#)
[Customers](#)
[Services](#)
[Conclusion](#)
7043

Customers

1869

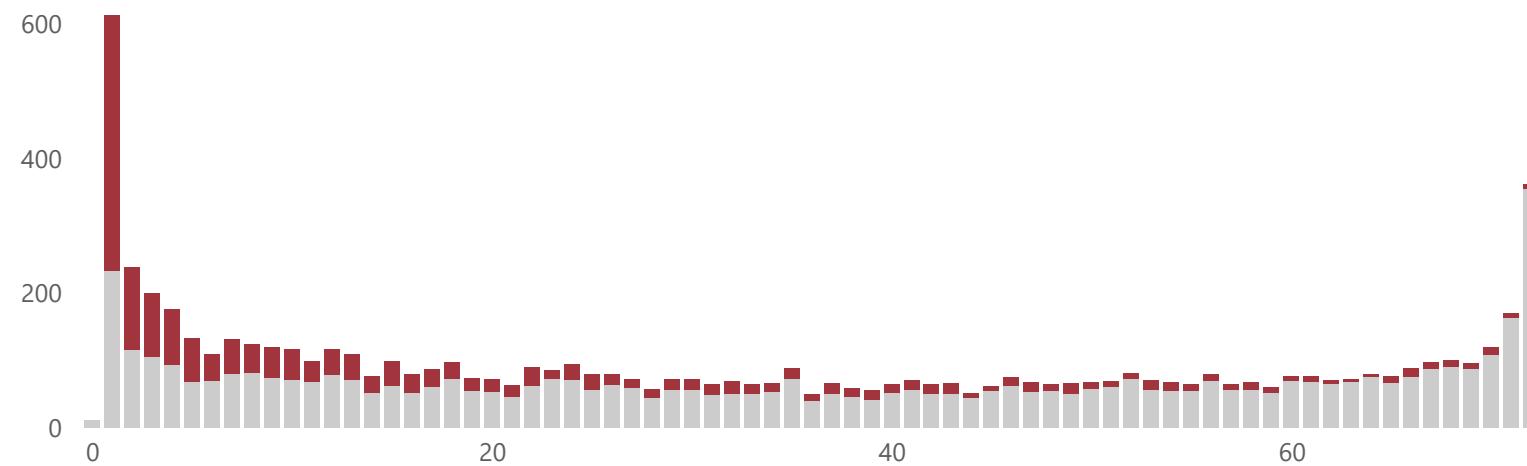
Churned

\$16.06M

Revenue

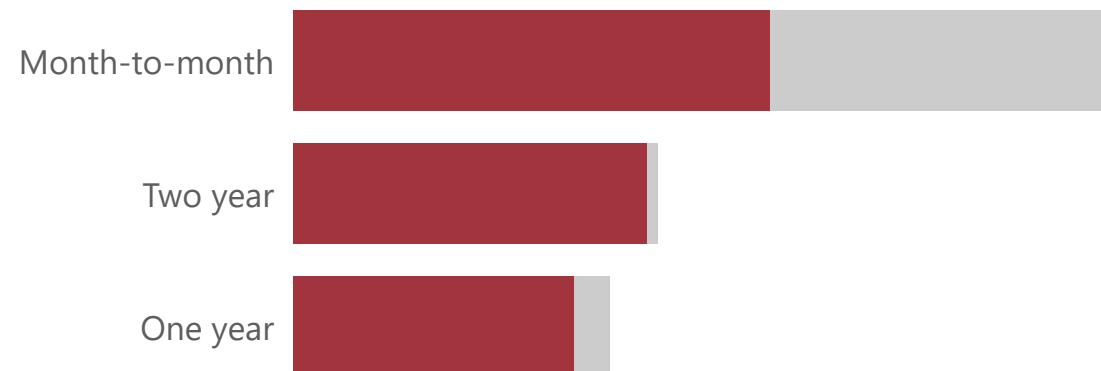
17.83%

Revenue Loss%

Churn ● No ● Yes


Tenure

Customers who spent **less than 5 months** with the company majorly the customers who **churned and are likely to churn in the future**.

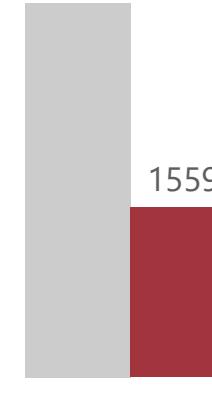
Churn ● No ● Yes


Contract Type

Monthly subscribers (Month-to-Month subscribing customers) made up **88.55%** of the total customers who **churned** the company.

Churn ● No ● Yes

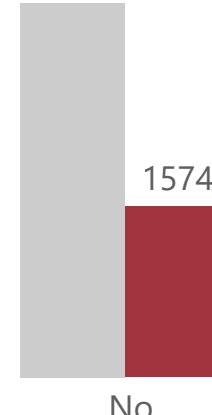
3440



Churn Based on TechSupport


Churn ● No ● Yes

3450



Churn Based on OnlineSecurity



CUSTOMERS



Filter by Churn:

All



Overview

Customers

Services

Conclusion

3555

Male(s)

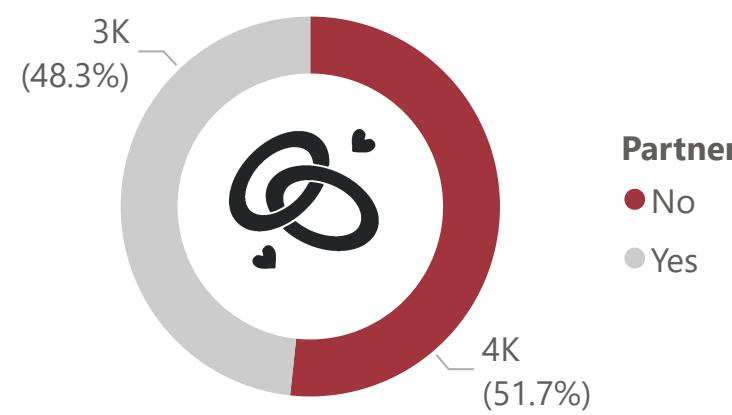
3488

Female(s)

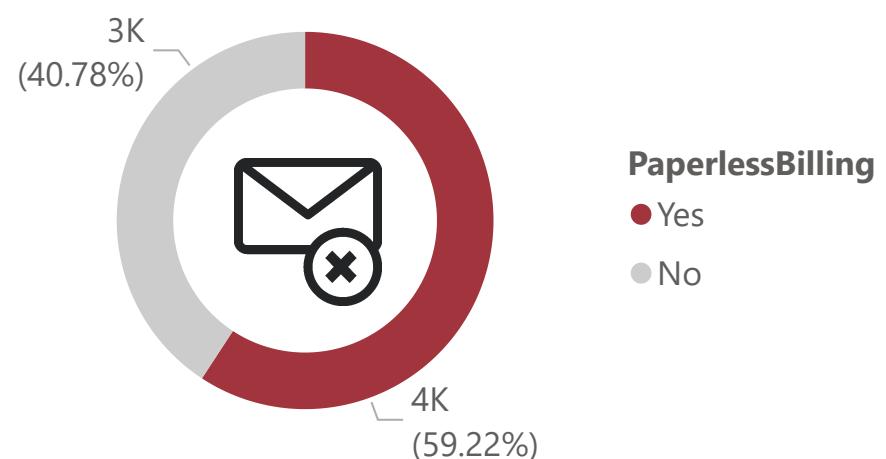
1 - 72

Tenure(Months)

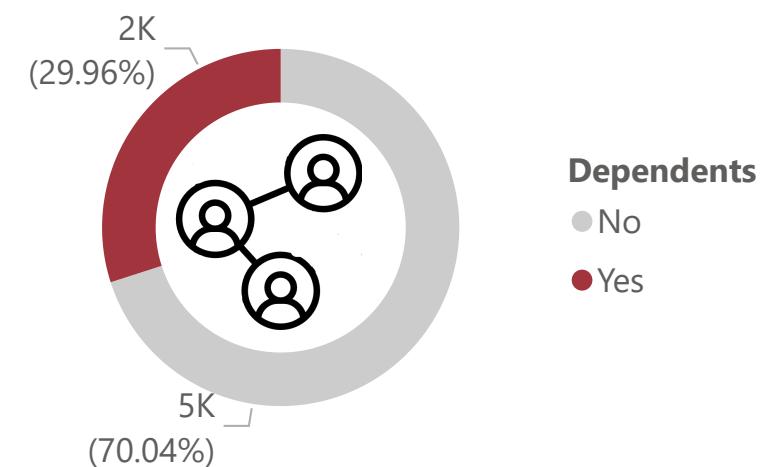
Customers by Partner



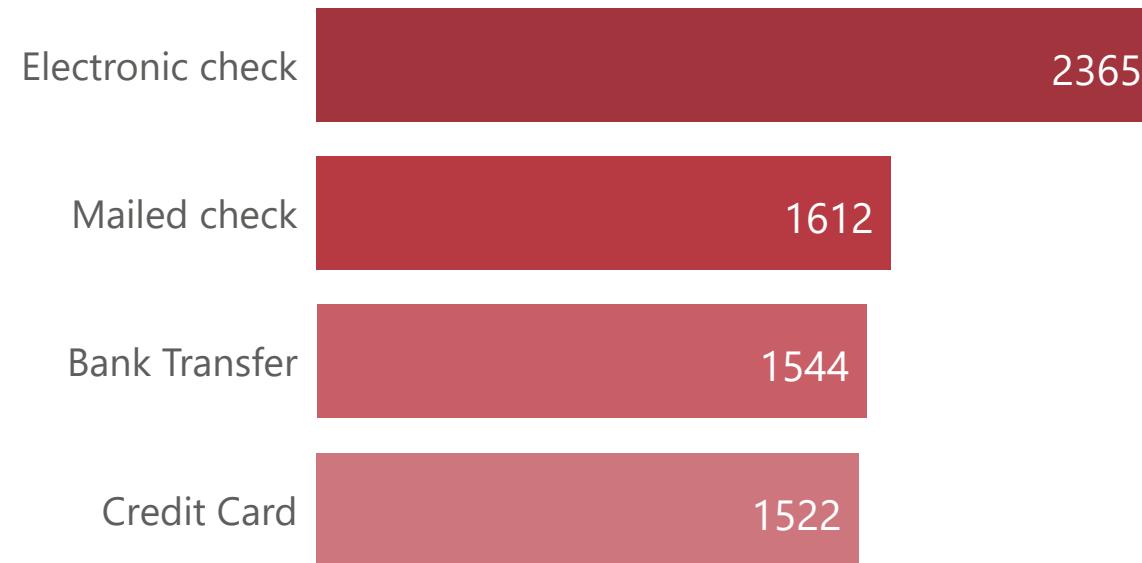
Customers by PaperlessBilling



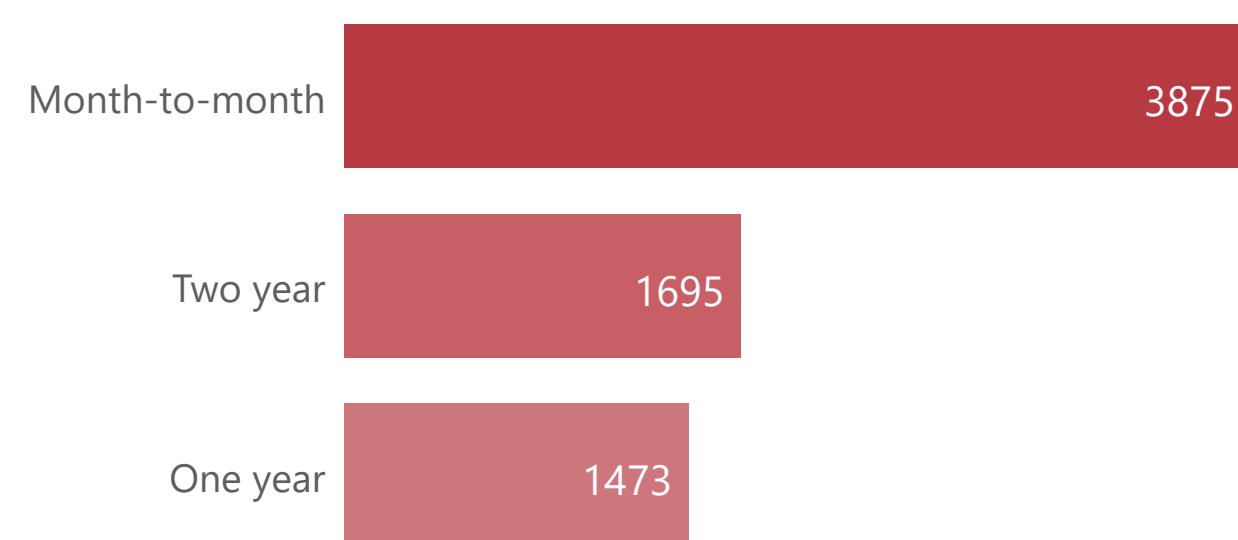
Customers by Dependents



Customers by PaymentMethod



Customers by Contract



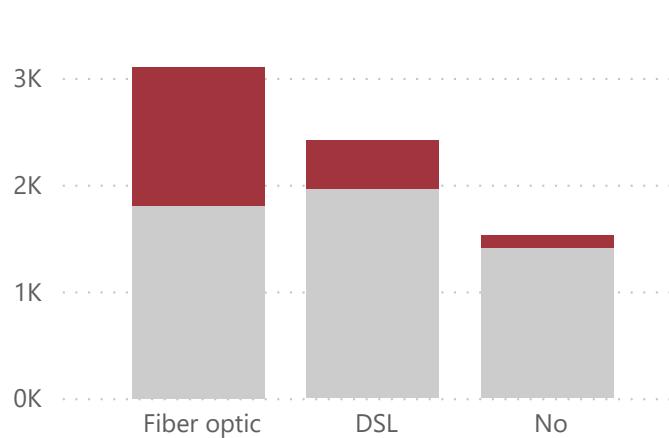


Churn:

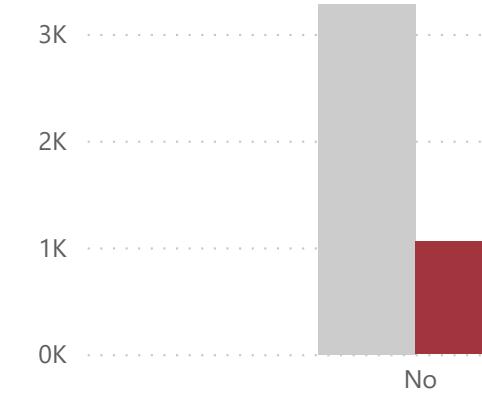
● Yes

● No

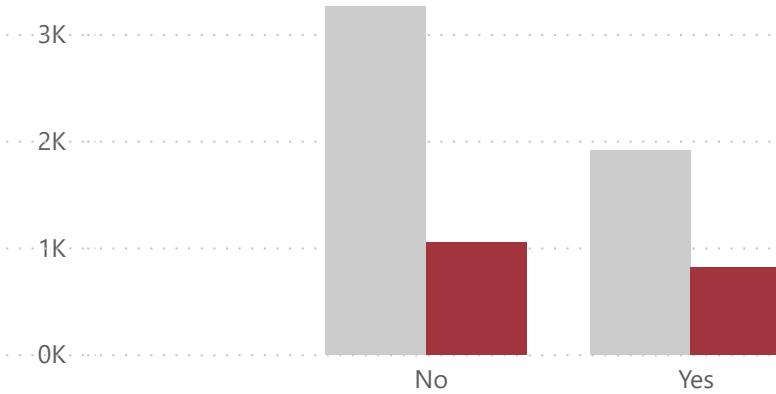
InternetService



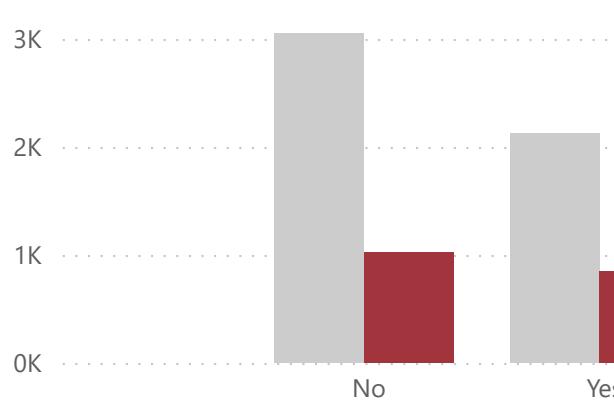
Streaming TV



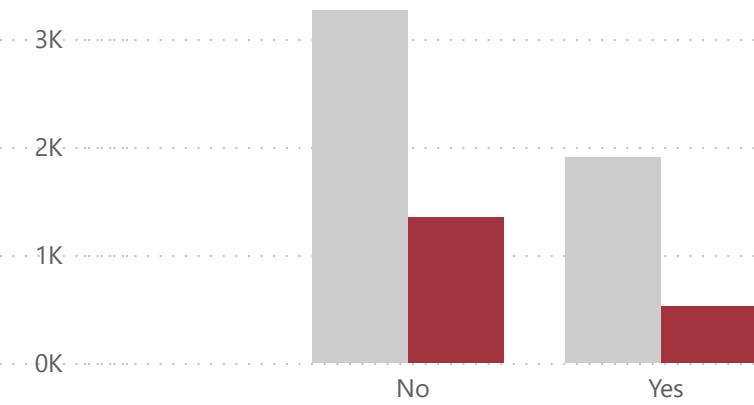
Streaming Movies



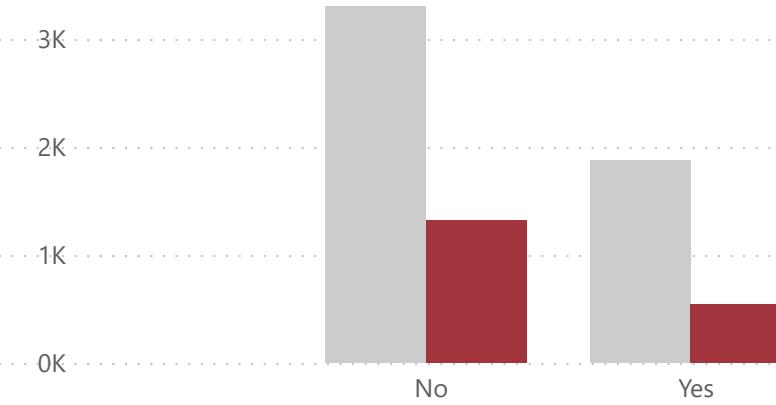
Multiple Lines



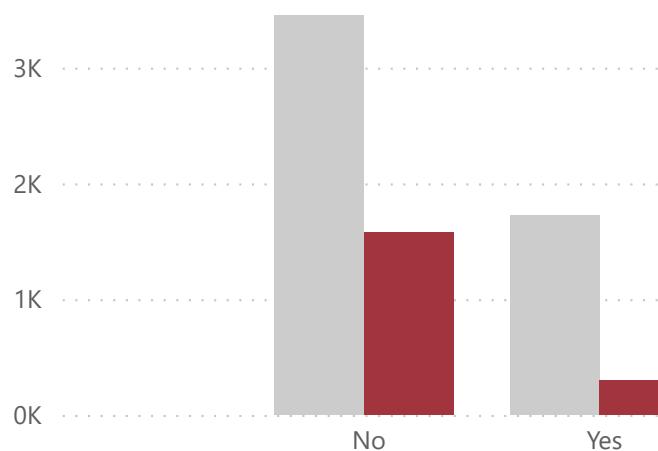
Online Backup



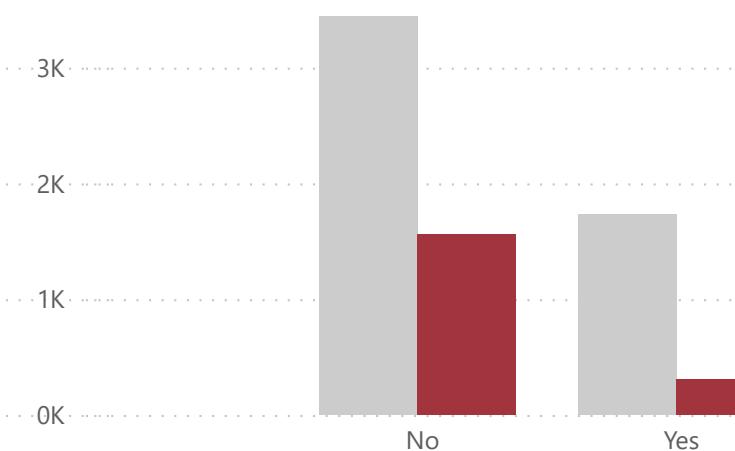
Device Protection



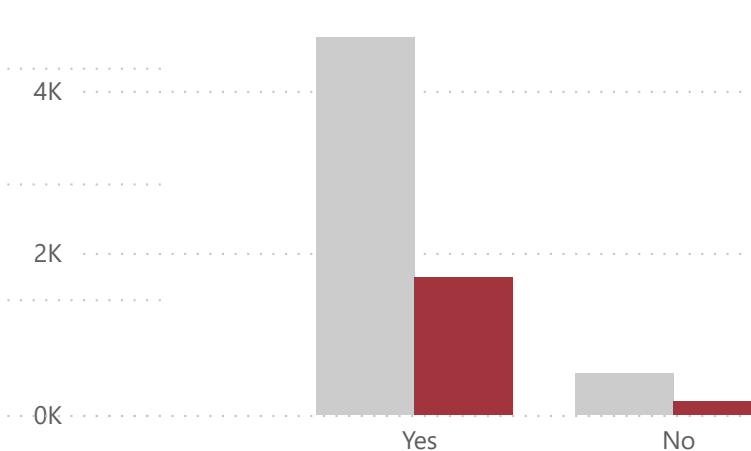
Online Security



Tech Support



Phone Service





INSIGHTS

- Customers on Two-Year contract, have been with the company for long, while most of the customers on Month-to-Month contract recently joined the company'. This means that customers on the Two-Year plan are more likely to stay with the company for long.
- The company is at the risk of losing recently joined customers, based on the results gotten from analysis, especially if they decide to be on the Month-to-Month contract.
- Most of the churned customers did not sign up for Online Security and Tech Support. Also most did not sign up for Phone Service.
- It seems a lot of customers had an issue with Fiber Optic. Up to 40% of the customers who churned were using Fiber Optic as their internet service.
- On a average, customers on the Month-to-month contract pay \$66.4 monthly. On the other hand, customers on One-Year and Two-Year contracts pay lower (\$65.1 and \$60.8 respectively)

RECOMMENDATIONS

- The company could try convincing customers to subscribe to One-Year or Two-Year contract. It may seem as though the Monthly contract is not favorable to customers as they tend to pay more monthly.

From analysis, majority of customers who churned did not sign up for Online Security and Tech Support. These are important services that customers should consider signing up for. The company should educate customers on the benefits of signing up for these services.
- Giving discounts to customers based on some specific tasks is also a good way of retaining them, especially those on Month-to-month contract.
- The last and important recommendation I'd like to make is that the company should conduct a survey for current customers, asking how the company can improve on their services and offers. It is important to hear from the customers, that way the company would know where exactly they need to work on.