



Phone Now - Churner Profile

Customers Lost



2.28K

Average of TotalCharges

26.54%

Churn %

2.86M

Total Loss

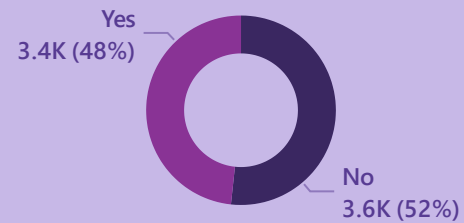
7043

Total Customer

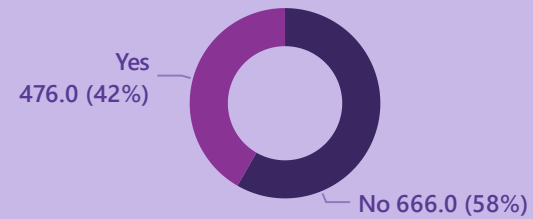
1869

Churn Count

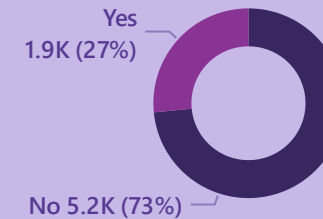
Churn by Partner



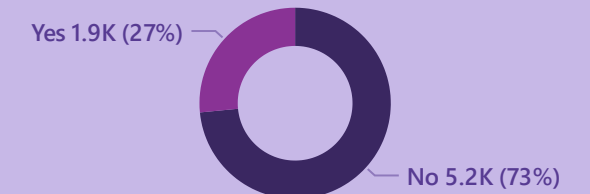
Churn by SeniorCitizen



Churn By Gender

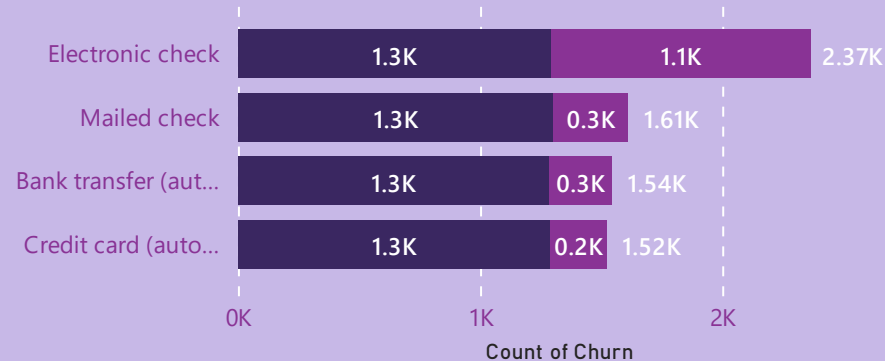


Count of Dependents by Churn



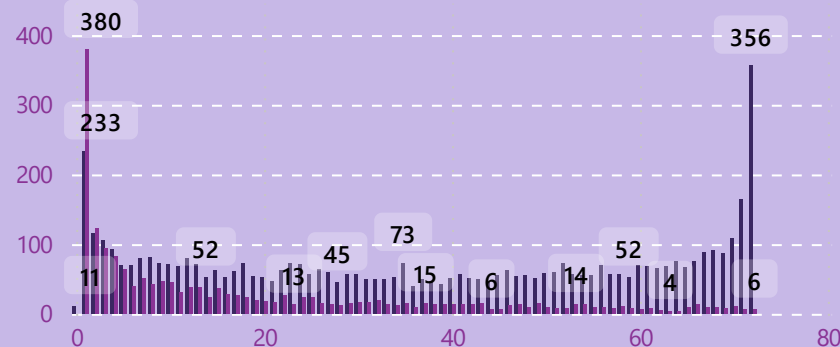
Churn by PaymentMethod

Churn ● No ● Yes



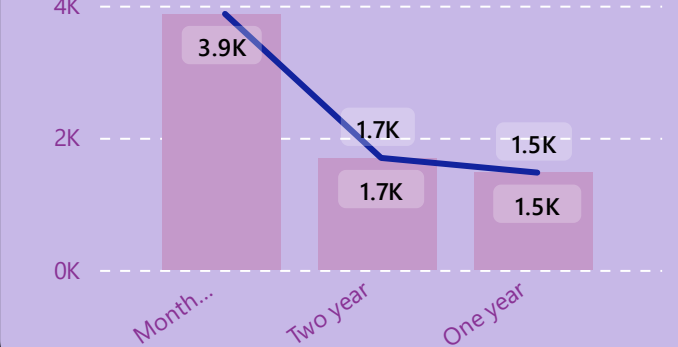
Churn by tenure

Churn ● No ● Yes



Churn by Contract

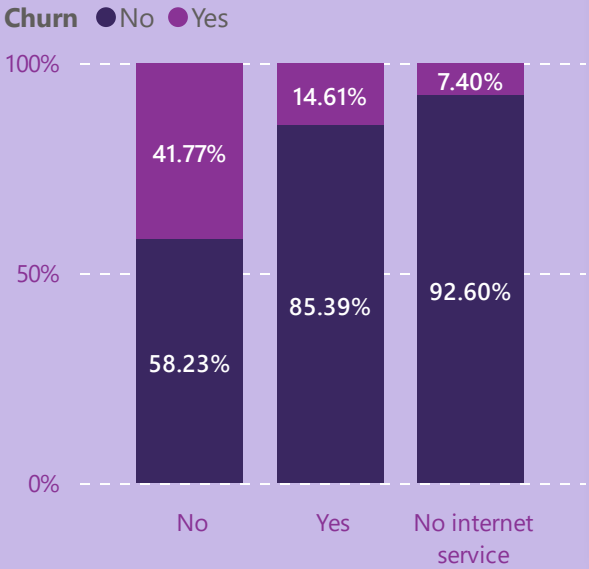
Count of Churn ● Count of Contract



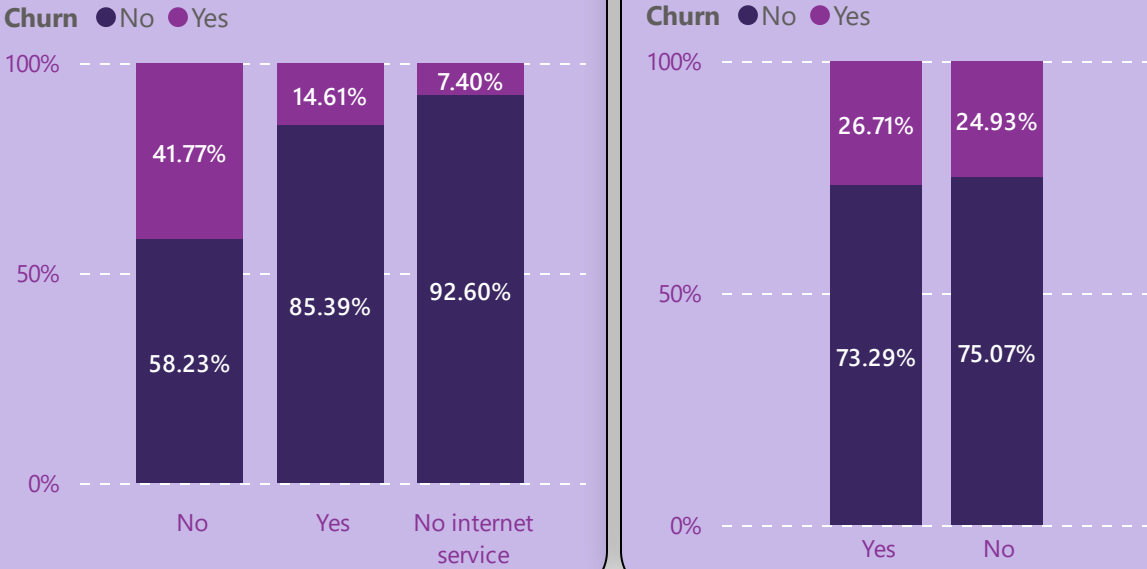


Phone Now - Services

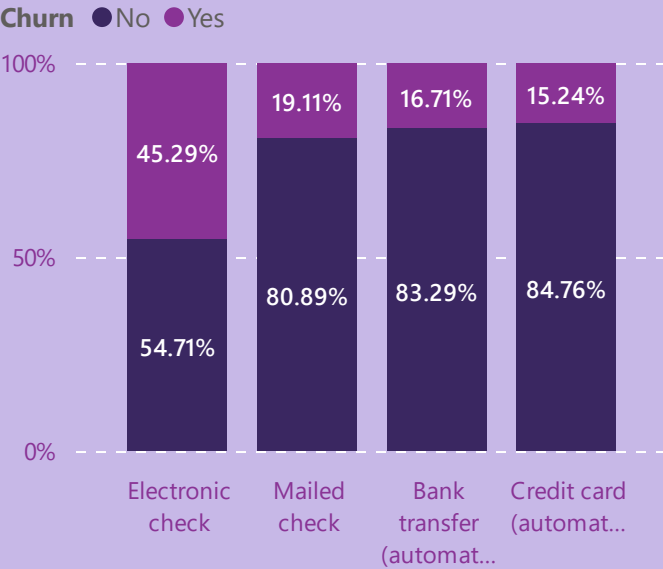
Online Security



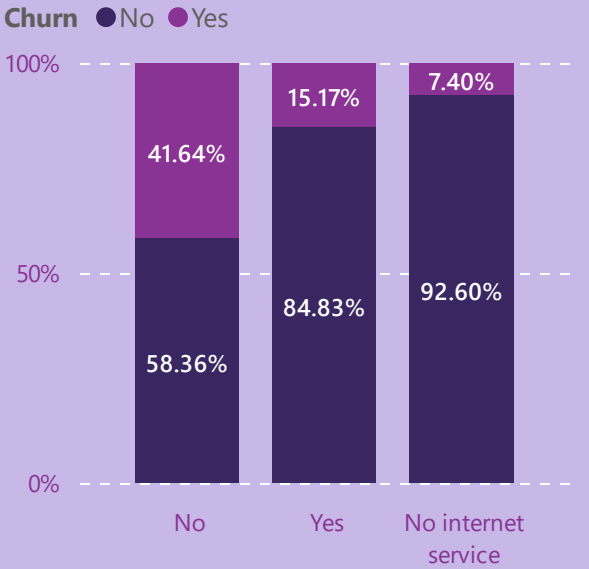
Phone Service



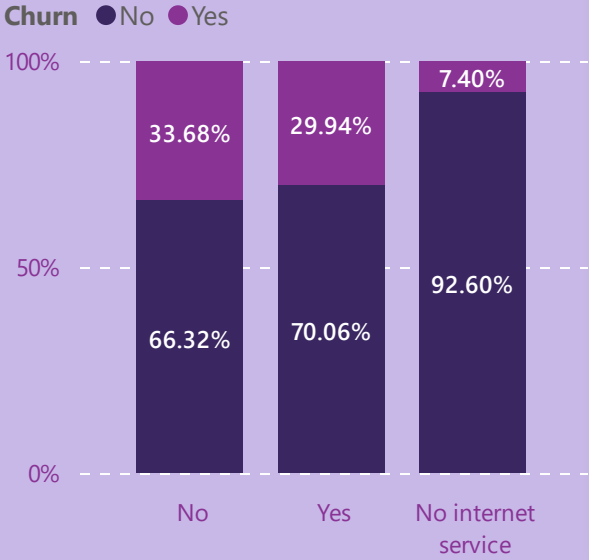
Payment Method



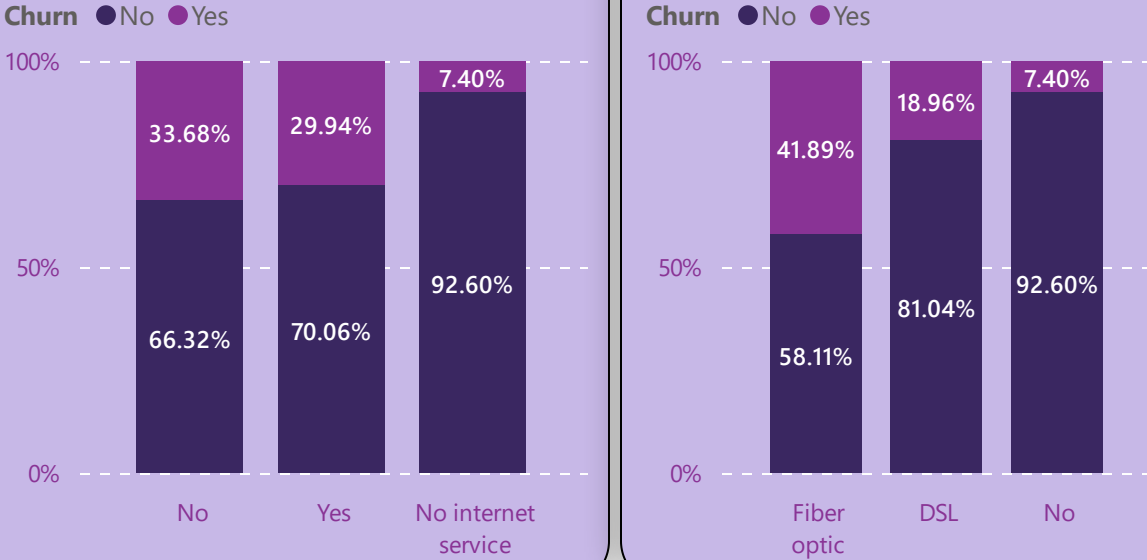
TechSupport



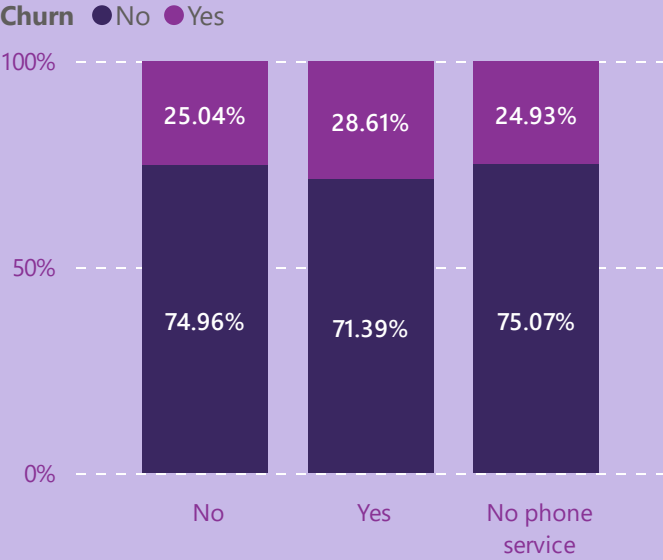
Streaming Movies



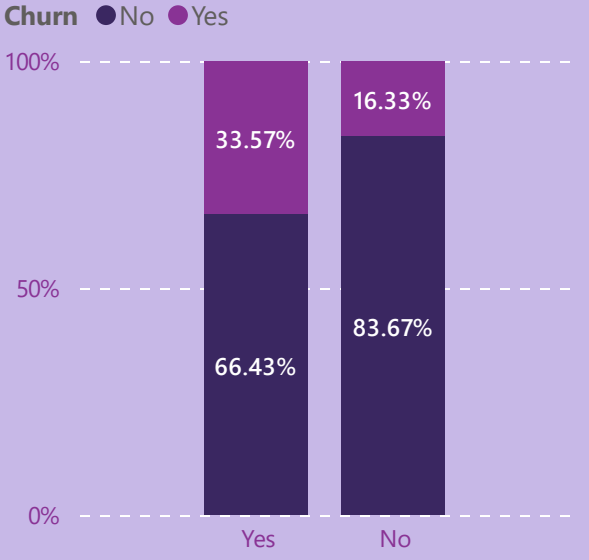
Internet Service



Multiple Lines



Paperless Billing



Phone Now - KPIs

Key Insights :

- About 55% of customer From Total customer have Month-to- Month contract and the Churned customer made upto 88% who have month-to-month contract.
- 75% of the customer were churned out Who subscribed paperless Billing.
- Customer with long tenures are more likely to stay longer with the company.
- Around 42% of churned customers were using Fiber optics as source of Internet Service.
- Electronic check Payment had highest churn customer while Credit cards had lowest churn customer.
- Around 16% people are with dependent and 36% people with partners are Churned.
- Most of the Churned Customers are senior Citizens which made up-to 41.58% of total churned customers.

Recommendations :

- Improving Fiber optics Internet services will help in retaining the customers.
- Tech support should be improved to retain the customers.
- Most churning customer have month- to-month contract. Company should provide better services with yearly contract.