

Customer Retention & Churn Analysis

Report

Dashboard



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PhoneNow Dashboard

Gender

Female

Male

Payment Mode

Automatic

Manual

Total Customers

7043

Total Charges

\$16.06M

Total Revenue

\$2.86M

Total Loss

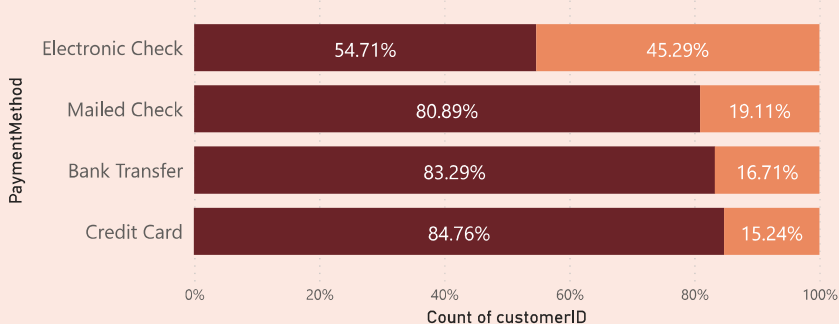
\$13.19M

Churn Rate

26.54%

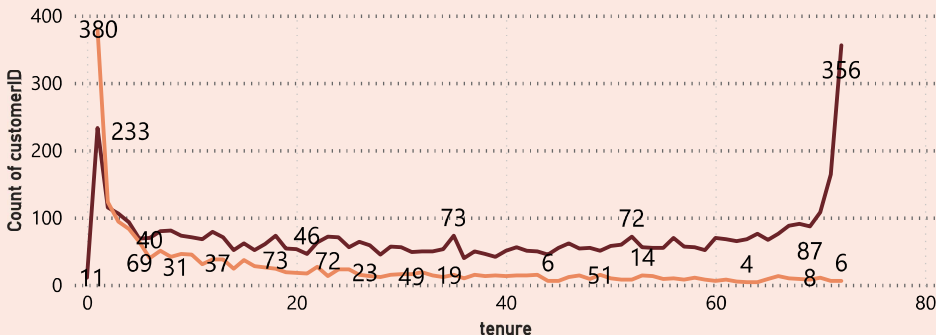
Payment Methods

Churn ● No ● Yes

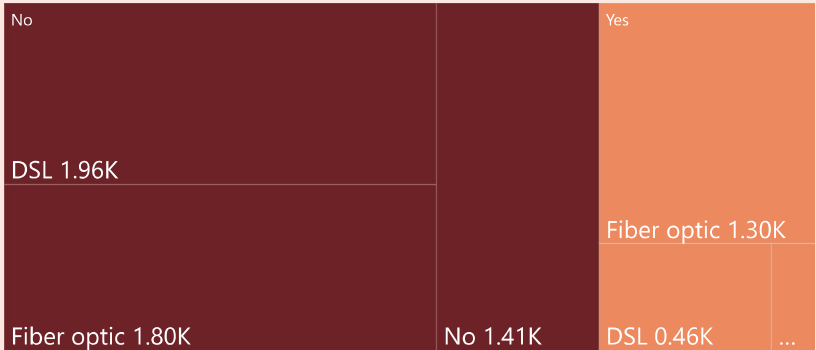


Tenure

Churn ● No ● Yes

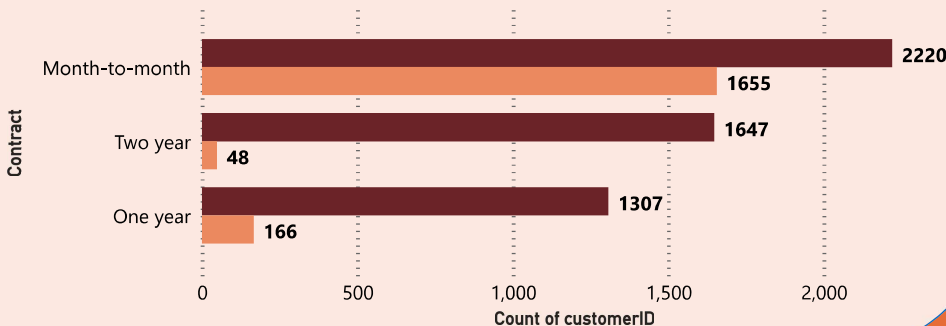


InternetService



Contract

Churn ● No ● Yes

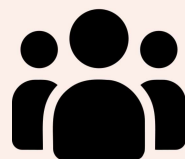




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CUSTOMER DEMOGRAPHICS



Total Customers

7043

Females

3488

Males

3555

Churned

1869

Dependedent

2110

Non Dependent

4933

Stayed

5174

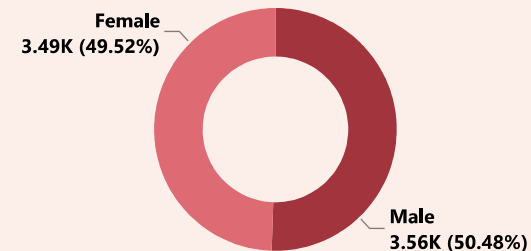
With Partner

3402

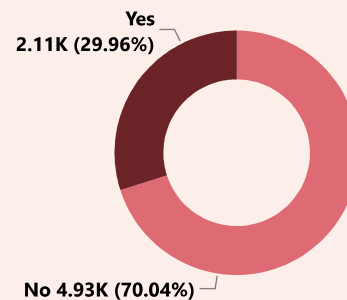
Without Partner

3641

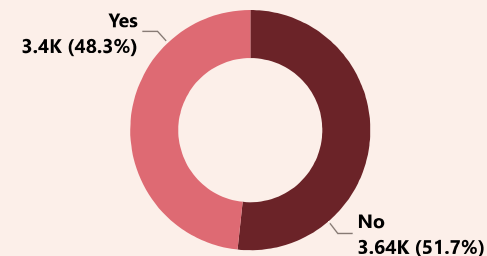
Gender Distribution



Dependency Distribution

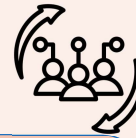


Partner Distribution





Customer Retention Analysis



Gender

Female

Male

Payment Mode

Automatic

Manual

Total Customers

7043

Total Charge

\$16.06M

Monthly Average

\$64.76

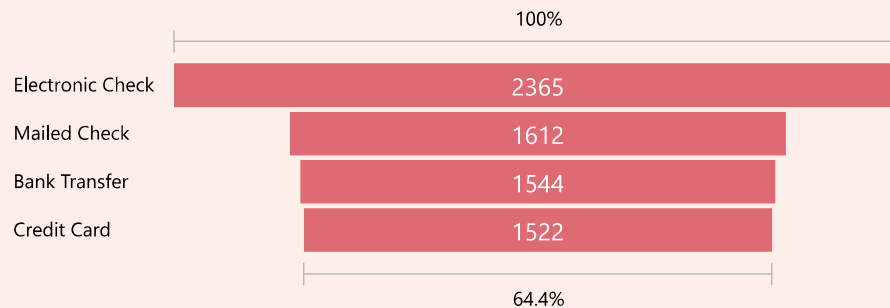
Total Services

9

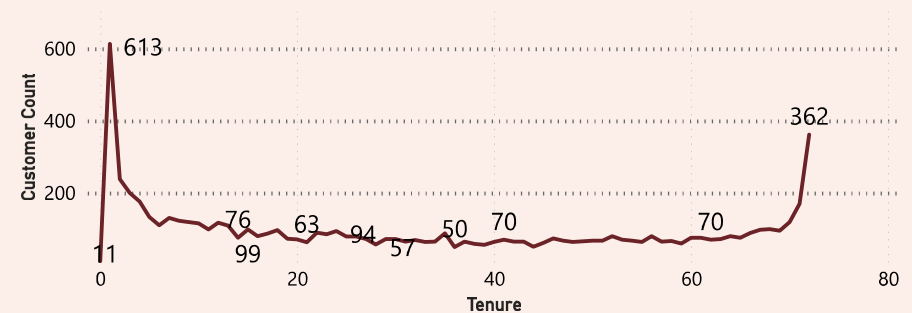
Stayed Customer

5174

Customer by Payment Method



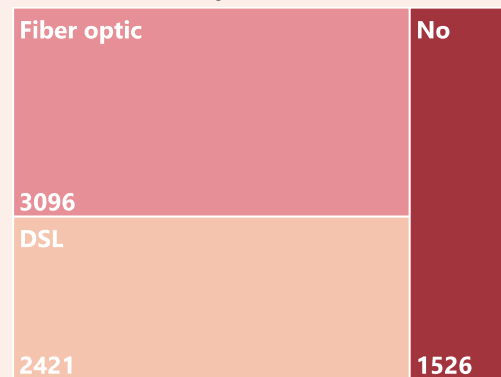
Customer By Tenure



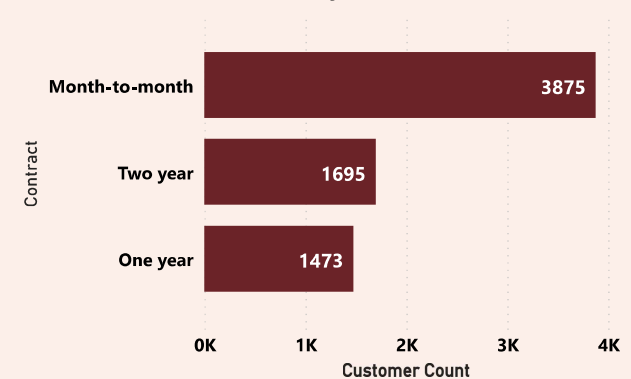
Services Offered

customerID	OnlineBackup	DeviceProtection	OnlineSecurity	PaperlessBilling
0002-ORFBO	Yes	No	No	Yes
0003-MKNFE	No	No	No	No
0013-EXCHZ	No	No	No	Yes
0013-MHZWF	No	No	No	Yes
0014-BMAQU	No	No	Yes	Yes
0015-UOCOJ	No	No	Yes	Yes
0017-DINOC	No	No	Yes	No
0018-NYROU	No	No	No	Yes
0021-IKXGC	No	No	No	Yes

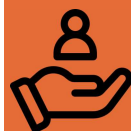
Customer by Internet Services



Customer by Contract



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Customer Churn Analysis



Total Customers

7043

Churned Customer

1869

Total Loss

\$13.19M

Gender

Female

Male

Payment Mode

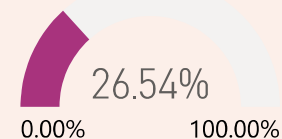
Automatic

Manual

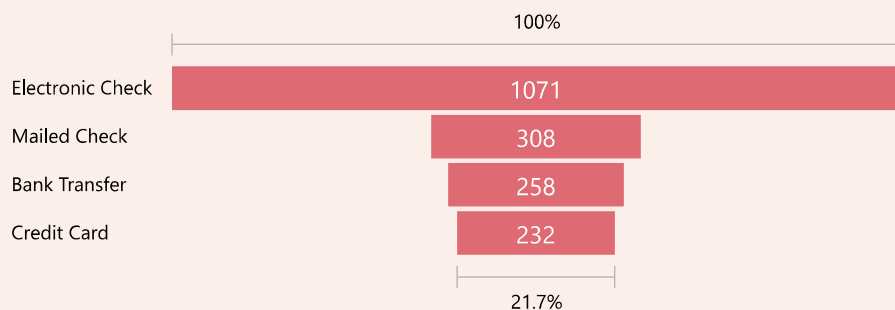
Tenure(Months)

73

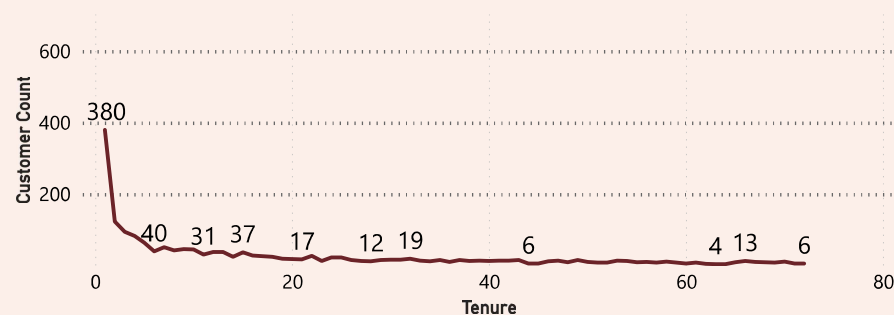
Churn Rate



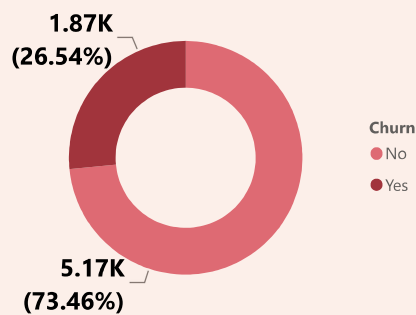
Churned by Payment Method



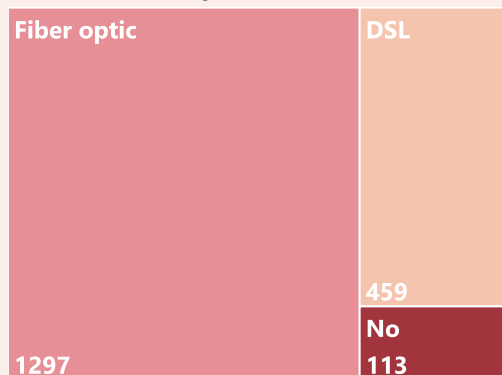
Churned By Tenure



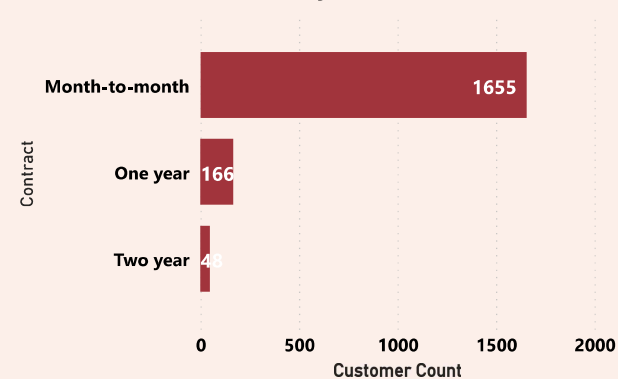
Churned by Gender



Churned by Internet Services



Churned by Contract





Customer Churned V/s Customer Retained



customerID	gender	Partner	Dependents	VIP customer	Churn
0004-TLHLJ	Male	No	No	Yes	Yes
0011-IGKFF	Male	Yes	No	Yes	Yes
0013-EXCHZ	Female	Yes	No	Yes	Yes
0022-TCJCI	Male	No	No	No	Yes
0023-HGHWL	Male	No	No	No	Yes
0023-XUOPT	Female	Yes	No	Yes	Yes
0031-PVLZI	Female	Yes	Yes	No	Yes
0032-PGELS	Female	Yes	Yes	No	Yes
0067-DKWBL	Male	No	No	No	Yes
0093-XWZFY	Male	No	No	Yes	Yes
0094-OIFMO	Female	No	No	Yes	Yes
0107-WESLM	Male	No	No	No	Yes
0107-YHINA	Male	No	Yes	Yes	Yes
0112-QWPNC	Male	Yes	No	Yes	Yes
0115-TFERT	Male	Yes	No	Yes	Yes
0117-LFRMW	Male	Yes	Yes	No	Yes



customerID	gender	Partner	Dependents	VIP customer	Churn
0003-MKNFE	Male	No	No	No	No
0013-SMEOE	Female	Yes	No	Yes	No
0014-BMAQU	Male	Yes	No	Yes	No
0015-UOCOJ	Female	No	No	No	No
0017-DINOC	Male	No	No	No	No
0018-NYROU	Female	Yes	No	No	No
0019-EFAEP	Female	No	No	Yes	No
0019-GFNTW	Female	No	No	No	No
0021-IKXGC	Female	No	No	Yes	No
0023-UYUPN	Female	Yes	No	No	No
0030-FNXPP	Female	No	No	No	No
0042-JVWOJ	Male	No	No	No	No
0048-PIHNL	Female	Yes	No	No	No
0052-DCKON	Male	Yes	No	Yes	No
0052-YNYOT	Female	No	No	No	No
0058-EVZWM	Female	Yes	No	Yes	No



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Monetary Details

Total Charges

\$16.06M

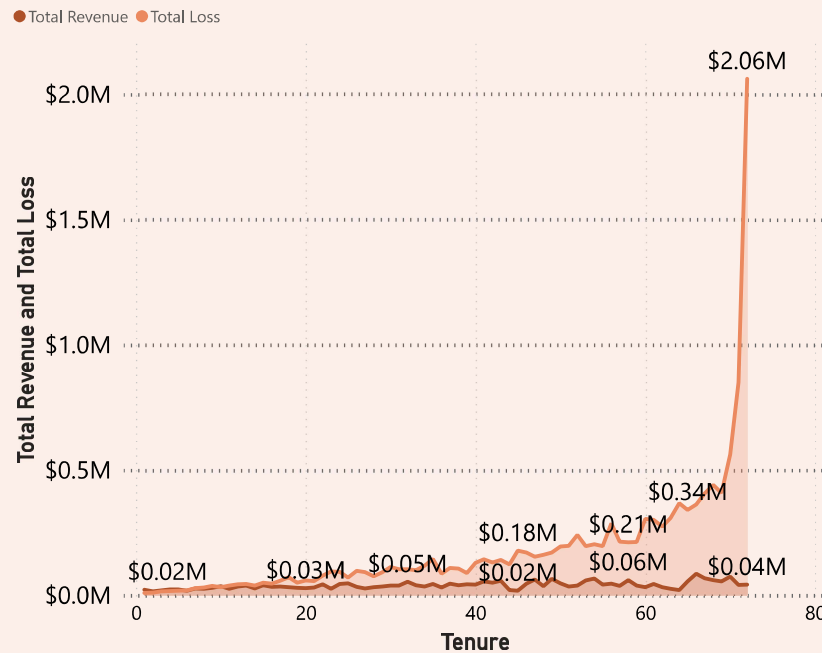
Total Revenue

\$2.86M

Total Loss

\$13.19M

Total Revenue and Total Loss by Tenure



Total Revenue and Total Loss by PaymentMethod

