Hi Janet,

The data team at PWC received your dataset and have worked on it, and I am glad to share with you the summary of the analysis that was carried out by the team.

Please see below for further details.

|  |  |  |  |
| --- | --- | --- | --- |
| Parameters | Numbers | Churn No | Churn % |
| Total Customers | 7043 | 1869 | 26.5% |

**Services sign up for**

|  |  |  |  |
| --- | --- | --- | --- |
| Service | Numbers | Percentage | % of Total Customer |
| Phone Service | 1699 | 90.90% | 26.7% |
| Streaming Movies | 818 | 43.77% | 29.9% |
| Tech Support | 310 | 16.59% | 15.2% |
| Streaming TV | 814 | 43.55% | 30.1% |

**Demographic info**

|  |  |  |  |
| --- | --- | --- | --- |
| Parameters | Numbers | Percentage | % of Total Customer |
| Male | 930 | 49.76% | 26.2% |
| Female | 939 | 50.24% | 26.7% |
| Partner | 669 | 35.79% | 19.7% |
| Dependent | 326 | 17.44% | 15.55% |

**Contract Methods**

|  |  |  |  |
| --- | --- | --- | --- |
| Contract Method | Numbers | Percentage | % of Total Customer |
| Month to Month | 1655 | 88.55% | 42.7% |
| One Year | 166 | 8.88% | 11.3% |
| Two Year | 48 | 2.57% | 2.8% |

**Internet Service**

|  |  |  |  |
| --- | --- | --- | --- |
| Service Method | Numbers | Percentage | % of Total Customer |
| DSL | 459 | 24.56% | 19.0% |
| Fiber Optic | 1297 | 69.49% | 41.9% |

**Payment Method**

|  |  |  |  |
| --- | --- | --- | --- |
| Payment Methods | Numbers | Percentage | % of Total Customer |
| Bank Transfer | 258 | 13.8% | 16.7% |
| Credit Card | 232 | 12.41% | 15.2% |
| Electronic Check | 1071 | 57.30% | 45.3% |
| Mail Check | 308 | 16.48% | 19.1% |

Kindly see the Dashboard for every other details as requested.