



Phone Now

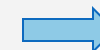


Insights

1. If Tech ticket goes above 3 there is 66.89% chance of Churn.
2. The customers who have Dependents have less Churn percent
3. The customers who pay monthly charges between 98.66-118.75 contribute 35.25% to Revenue and also has low Churn percent
4. Increase Credit card automatic payment method

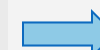
Dashboards

KPI's



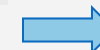
Page 2

Demographics



Page 3

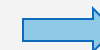
Services Subscribed



Page 4

Contract & Billing

Email



Page 5

KEY PERFORMANCE INDICATORS

Total Customer
7043

AVG Monthly
Charges
64.76

Total Year Charges
\$16.06M

AVG Tech Ticket
0.42

Total Churn
Count
1869

Total Charges from
Churned
2.86M

Key influencers Top segments

What influences Churn to be ?

When...

....the likelihood of Churn
being Yes increases by

Sum of numTechTickets
goes up 1.25

2.68x

Sum of MonthlyCharges is
68.8 - 106.75

2.35x

Dependents is No

2.02x

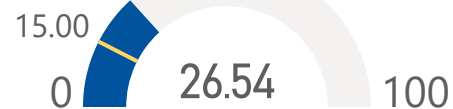
Partner is No

1.68x

Monthly Charges Group is
78.56-98.65

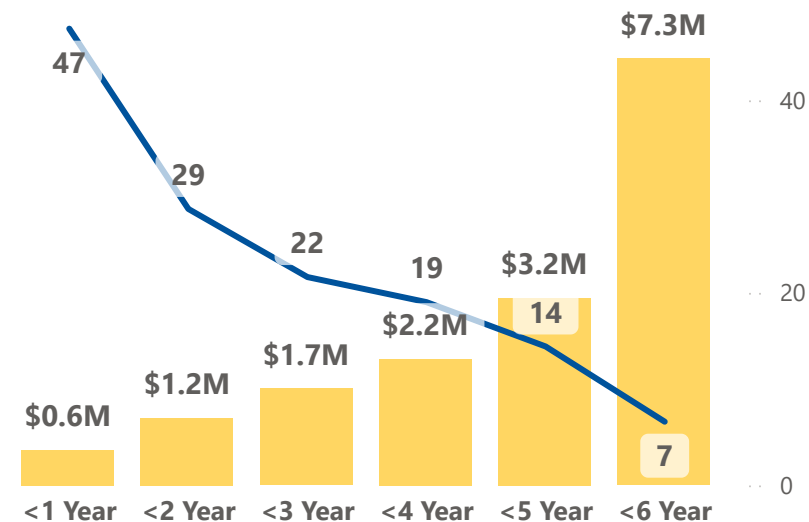
1.62x

Churn Rate %



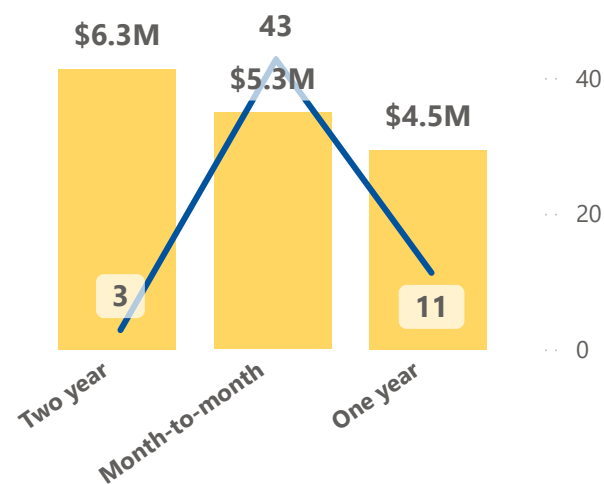
Churn Rate by Tenure

Sum of TotalCharges Churn Rate %



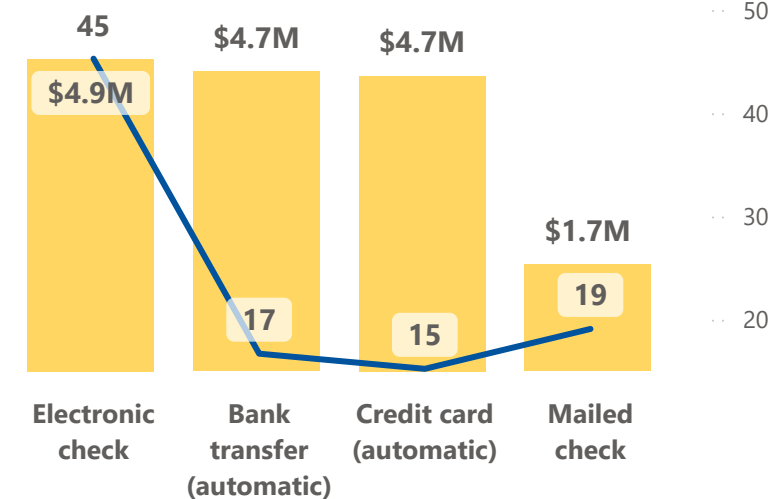
Churn Rate by Contract

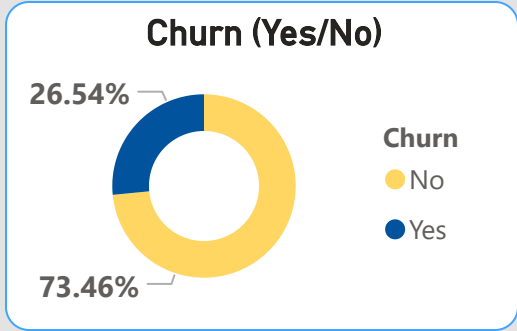
Sum of TotalCharges Churn Rate %



Churn Rate by Payment Method

Sum of TotalCharges Churn Rate %





Chu... ▾

☐ No

☐ Yes

Months

0 72

☐ Female

☐ Male

Partner

No Yes

Dependents

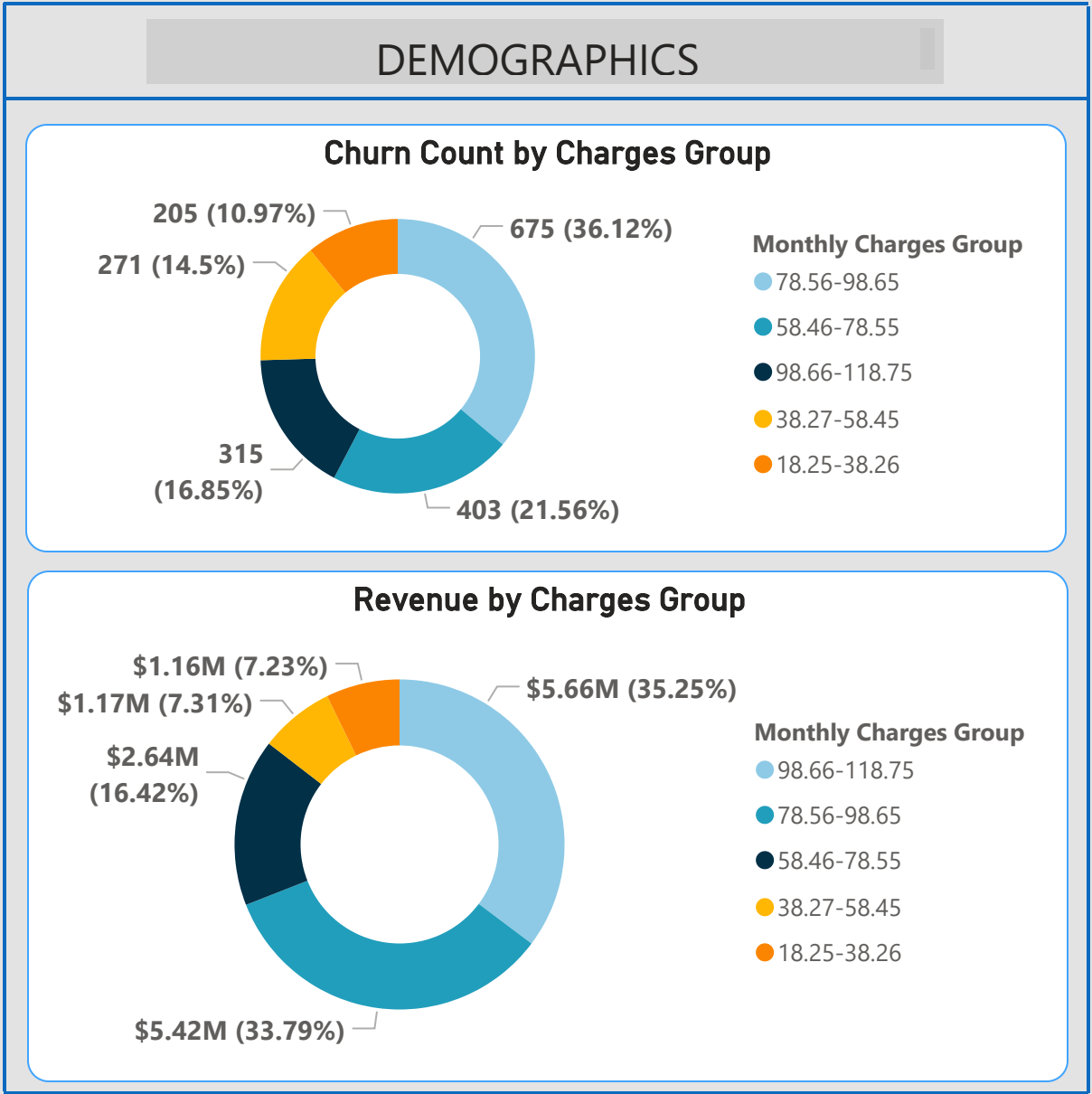
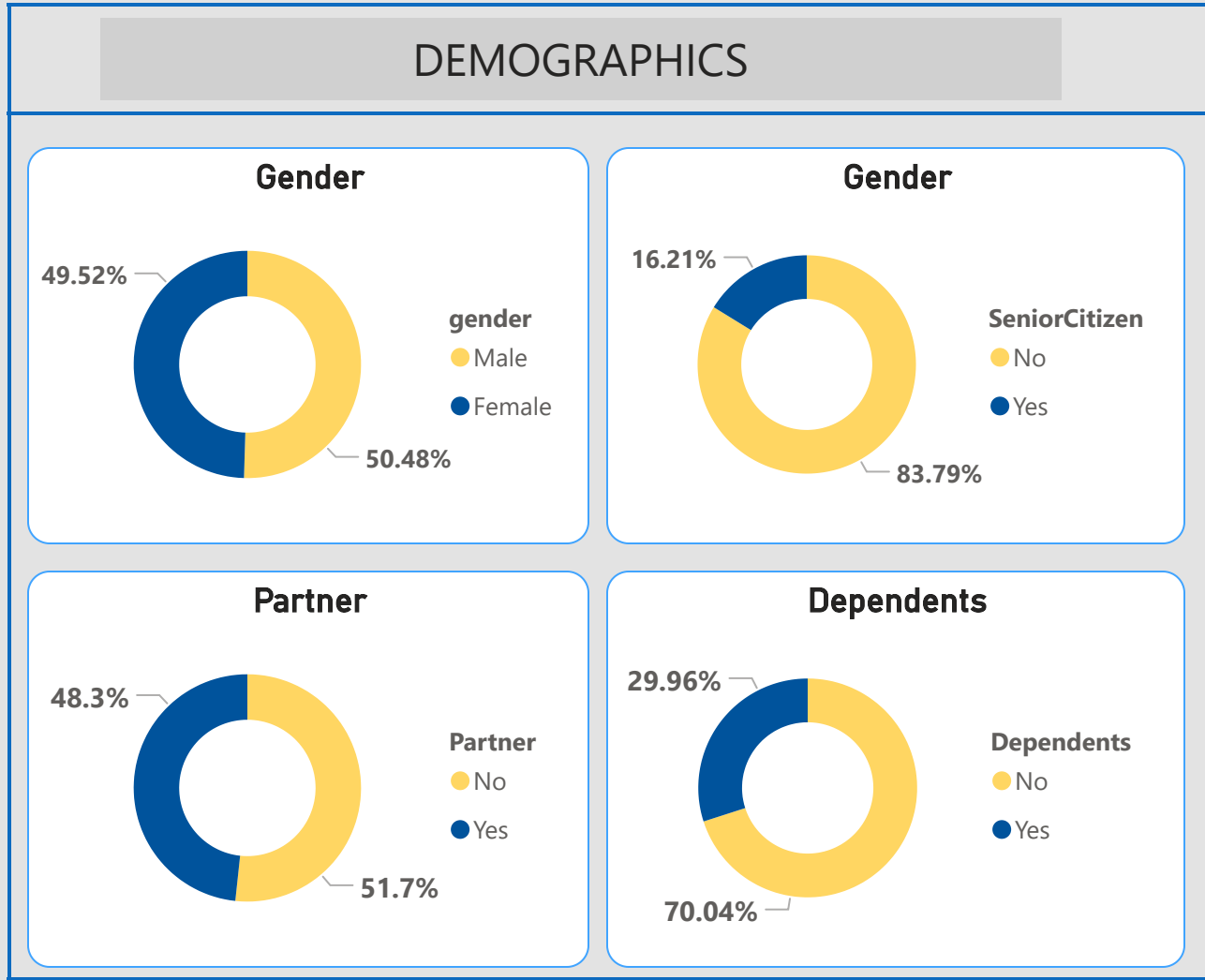
No Yes

Dependents

No Yes

Total Customer
7043

Total Churn Count
1869



Subject: Churn Analysis Findings and Recommendations

Hi Janet (Phone Now),

I hope this email finds you well.

Based on the analysis from the dashboard I created, I have identified several key findings and have outlined recommendations for potential improvements:

1.Tech Tickets and Churn: There is a 66.89% chance of churn if a customer's tech tickets exceed three. This indicates a strong correlation between tech support issues and customer dissatisfaction.

- Recommendation: Implement measures to proactively address tech support issues before they escalate. This could include better customer service training, more robust self-help options, or faster resolution times.

2.Dependents and Churn: Customers with dependents show a lower churn rate compared to those without.

- Recommendation: Develop targeted marketing strategies to appeal to customers with dependents, potentially highlighting family-friendly features or benefits.

3.Monthly Charges and Revenue Contribution: Customers paying monthly charges between \$98.66 and \$118.75 contribute 35.25% to total revenue and exhibit a lower churn rate.

- Recommendation: Focus on retaining this customer segment by offering loyalty programs or discounts to ensure their continued satisfaction and reduce churn further.

4.Payment Methods and Churn: Customers using credit card automatic payments tend to churn less.

- Recommendation: Encourage the adoption of automatic payment methods by offering incentives, such as small discounts or reward points for enrolling in autopay.

5.Contract Length: One-year and Two-year contracts, respectively contribute 39.13% and 27.82% to revenue and have a combined churn rate of 14%.

- Recommendation: Promote one-year and two-year contract options by highlighting the benefits of stability and potential savings over shorter-term contracts. Offering incentives for choosing longer contracts could also be effective.

Best regards,
Chirag