

# PHONE NOW CUSTOMER ANALYSIS

Contract

All

Paperless Billing

All

7043

Total Customers

3632

Total Admin Tickets Raised

2955

Total Tech Tickets Raised

26.5%

Churn Rate

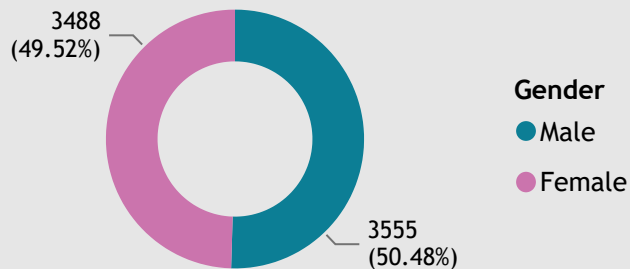
\$64.76

Average of MonthlyCharges

\$2,280

Average of TotalCharges

Customers by Gender

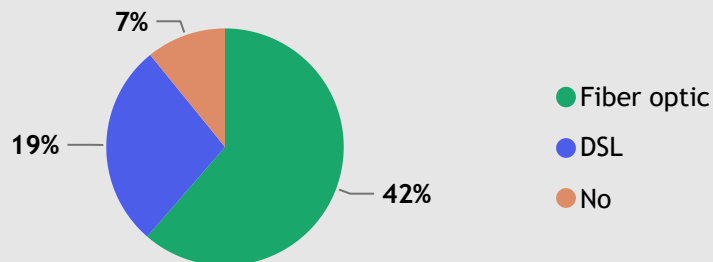


Churn

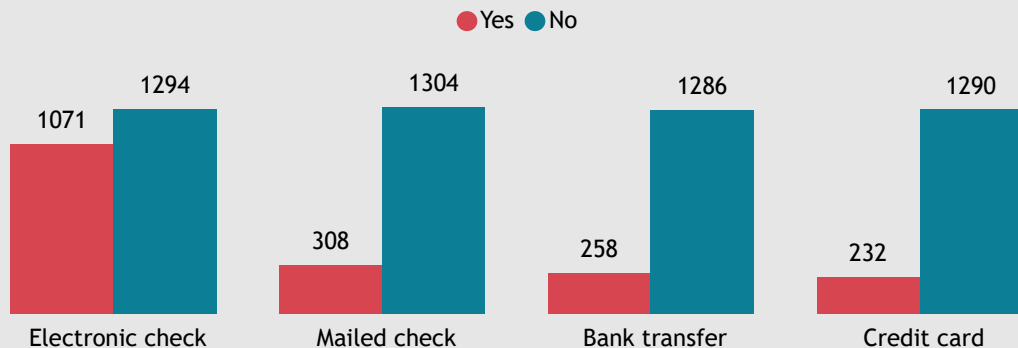


48% Partner  
30% Dependent  
16% Senior Citizen

Churn Rate by InternetService



Customer Churned by Payment Method



People Enrolled

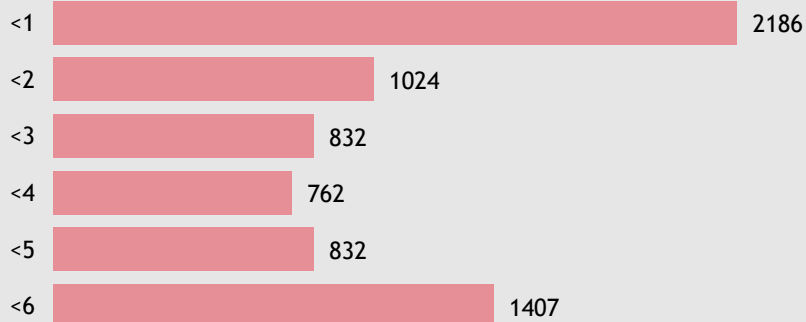
vs

Churned

90% Phone Service  
42% Multiple Lines  
78% Internet Service  
29% Online Security  
34% Online Backup  
34% Device Protection  
29% Techsupport  
38% Streaming TV  
38.8% Streaming Movies

27% Phone Service  
29% Multiple lines  
32% Internet Service  
15% Online Security  
22% Online Backup  
23% Device Protection  
15% Tech Support  
30% Streaming TV  
30% Streaming Movies

Customers by Tenure in Years



## INSIGHTS

- Out of **7043** Customers, there is equal distribution of male and female customers.
- **3632** Admin tickets were raised and **2955** Tech Tickets were Raised.
- Churn Rate is **26.5%**. **1869** Customers have Churn out of **7043** Customers.
- **\$68.76** is the Average Monthly Charges and **\$2,280** is the Average Yearly charges of Subscriptions.
- **42%** of the Customers who opted for Fiber Optic have Churned.
- Customers who opted for Month by Month Subscription have Highest Churn Rate (**42.7%**) as compared to 1-Year and 2-Year Subscriptions.
- Out of **1294** Customer Who opted out for Electronic Check Payment method **1071** Customers have Churn.
- **1400** Customers who opted for Paperless billing have opted out.

## Recommendations:

- Company should encourage the customers to take 1-year and 2-year subscriptions as month-to-month customers have higher churn rate (**43%**).
- **42%** Customers who opted for Fiber Optic have churned out so we have to improve the Fiber Optic services.
- Company should focus on payment services that are automatically renewed(Credit Card & Bank Transfer) as Customers who opted for Electronic Check have high churn rate.
- Company should focus on reducing monthly charges.