

Subject: Findings and Suggestions Regarding Engagement Progress

Dear Janet,

I hope this message finds you well. I wanted to bring to your attention some key findings from our recent analysis of the PhoneNow Churn data you provided. Through our assessment, it became evident that certain areas require attention to optimize services effectively.

Insights:-

➤ Customer Overview :

- There are total 7,043 customers subscribed to the client, out of which 3,555 are Males & 3,488 are Females, & the revenue earned is \$16.1M
- By tenure, 31% customers are subscribed to below 12 months, as a result there are more customers with month-to-month contract
- Most customers have Fiber optic internet for which they are paying high charges.
- 73.5% of customers have been retained i.e. 5,174

➤ Churn Customers:

- 1,869 customers have churned i.e. 26.5%, out of which 380 customers churned last month itself.
- Revenue lost due to churn is \$2.9M.
- Gender is not the major factor of churning as ratio of Males and Females is same.
- 1037 customers with less than 12 months tenure have churned, whereas customers with 61-72 months of tenure are just 93.
- 89% customers churned had month-to-month contract.
- Customers paying high charges have churned the most i.e. 1274, along with customers with fiber optic internet have also churned the most

➤ Churning factors are:

- Customers with tenure of last than 12 months Customers with month-to-month contract
- Customers subscribed to fiber optic
- Customers paying high charges

Your guidance and insights in revising these approaches would be highly appreciated to ensure the successful progression of the engagement.

Thank you for your attention to these matters.

Warm regards,

Nischith G

