

PhoneNow Churn Dashboard

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Customer Churn Rate

26.58%

Avg. Customer Tenure (Months)

32

of Tech Tickets

2955

of Admin Tickets

3621

Avg. Monthly Charges

\$64.80

Demographic Information

7032
Total Customers

16.24%
Senior Citizen



29.85%
Dependents

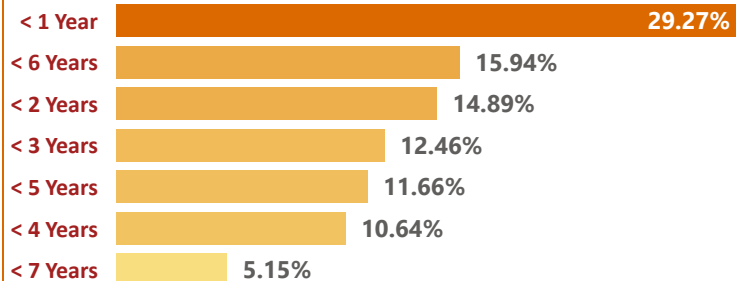
48.25%
In Relation

Churned Customer by Gender

50.24%

49.76%

Customer Subscription Tenure



Customer Account Information

Payment Method

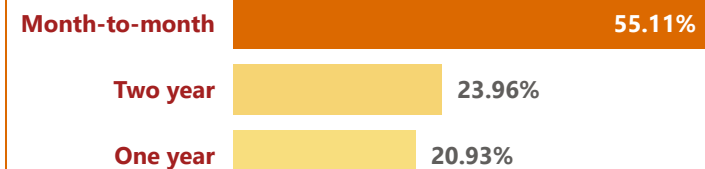


Paperless Billing



Average of Auto-Pay
Charges
\$3,075

Type of Contract



Services Subscribed

90.33%
Phone Service

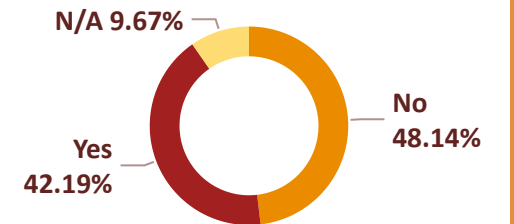
38.44%
Streaming TV

38.84%
Streaming Movies

34.39%
Device Protection

28.65%
Online Security

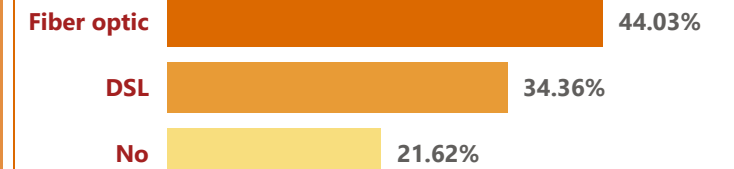
Multiple Lines ?



29.01%
Tech Support

34.49%
Online Backup

Internet Service Distribution (%)



Total Customers
7032
Churn Rate
27%

PhoneNow Risk Analysis

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pwc Virtual Case Experience

of High Risk
Customers
1318

Service Ticket Risk
2.26%

Monthly Avg. Revenue
Loss from Churn
\$74

Avg. Customer Tenure
(Months)
32

Risk of Churn

All

Contract Type

All

Payment Method

All

Internet Services

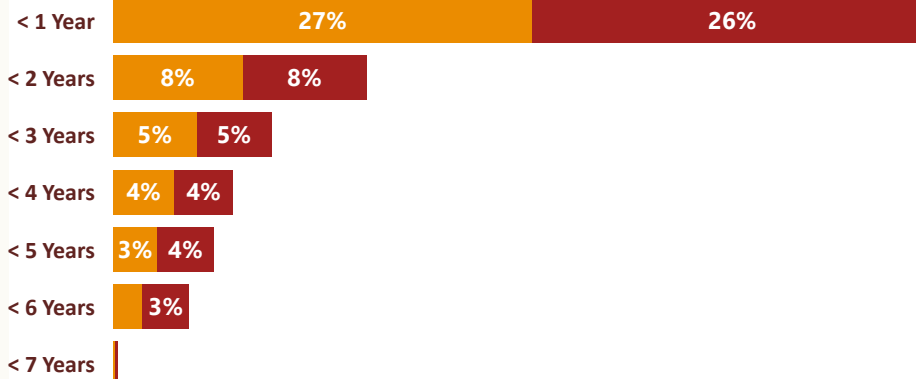
All

Tenure (in Years)

All

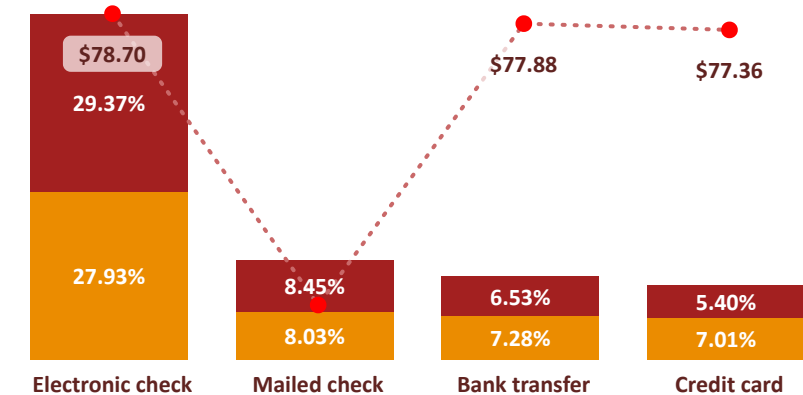
Female Male

Tenure-Based Churn Rate



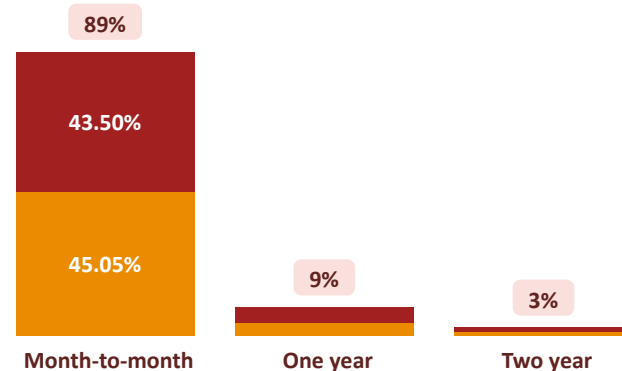
Churn by Payment Method with Avg. Monthly Charges

Female Male Avg. Monthly Charges



Female Male

Churn by Contract Type



Ticket Raised

Month-to-month

777 AdminTickets 1313 TechTickets

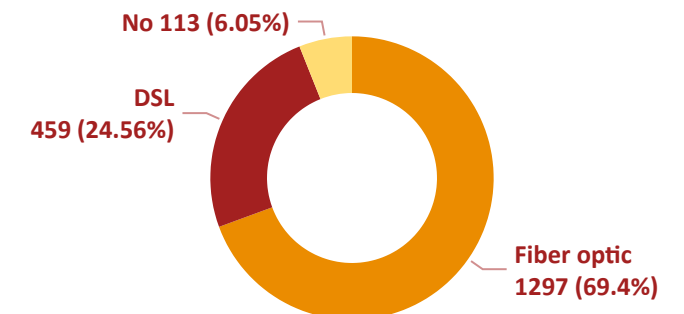
One year

81 AdminTickets 608 TechTickets

Two year

27 AdminTickets 252 TechTickets

Churn by Internet Service



Report by
SANGLAP DAS