



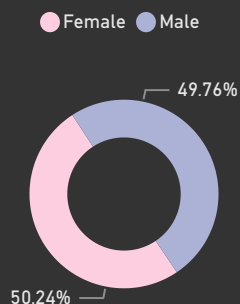
# PHONE NOW

## Churn

## Risk Analysis



### Demographics

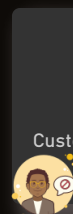
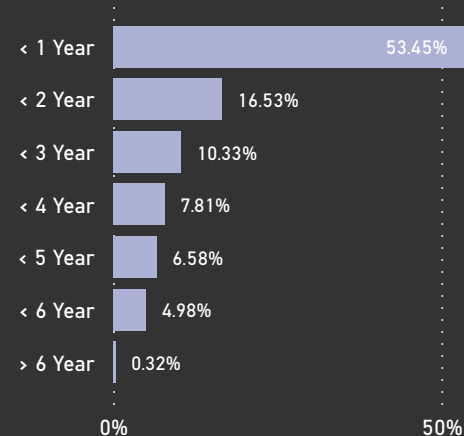


**25%**  
Senior Citizen

**36%**  
Partner

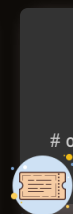
**17%**  
Dependents

### Subscription Time



**1869**

Customers at Risk



**2173**

# of Tech Tickets



**885**

# of Admin Tickets



**\$2.86M**

Total Charges



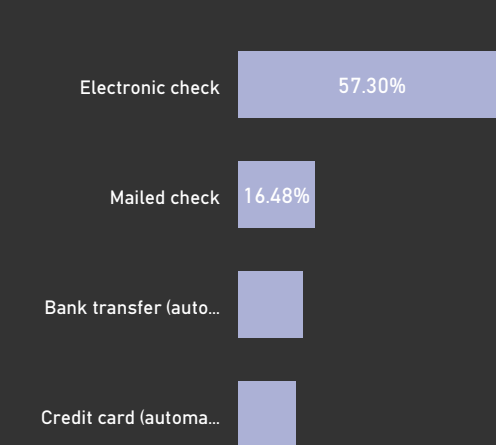
**\$139.13K**

Monthly Charges

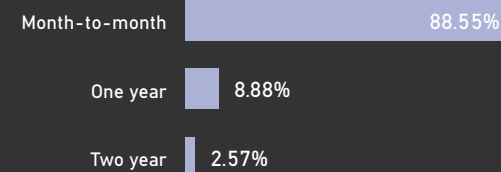


### Customer Account Information

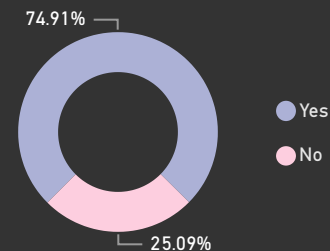
#### Payment Method



#### Type of Contract



#### Paperless Billing



#### Average Charges

**\$74.44**  
Monthly Charges

**\$1,531.80**  
Total Charges



### Services Signed up For

**91%** Phone Service

**44%** Streaming TV

**44%** Streaming Movies

**29%** Device protection

**28%** Online Bacup

**17%** Tech Support

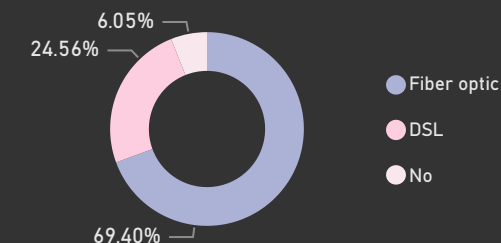
**16%** Online Sec

Multiple Lines?



**49.97%** no  
**50.03%** yes

#### Internet Service





# PHONE NOW

Churn

Risk Analysis



## Filters



Churn

- ☐ No  
☐ Yes



InternetService

- ☐ DSL  
☐ Fiber optic  
☐ No



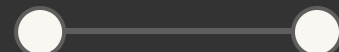
Contract

- ☐ Month-to-month  
☐ One year  
☐ Two year



Months Subscribed

0 72



7043

# of Customers

26.54%

churn rate %

\$16.06M

Total Charges

3632

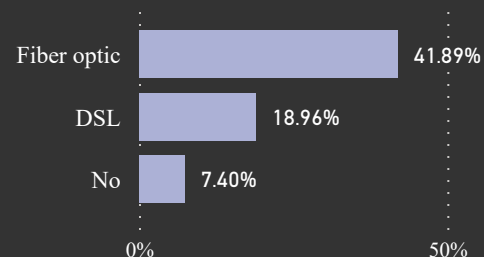
# of Admin Tickets

2955

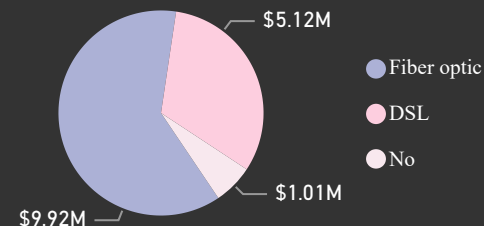
# of Tech Tickets



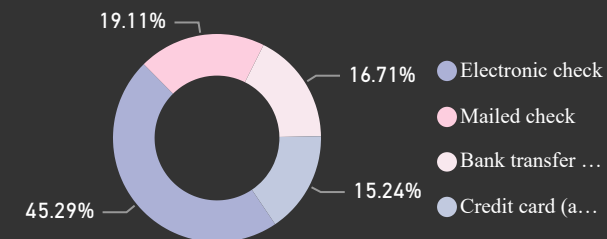
### Churn by Internet Service



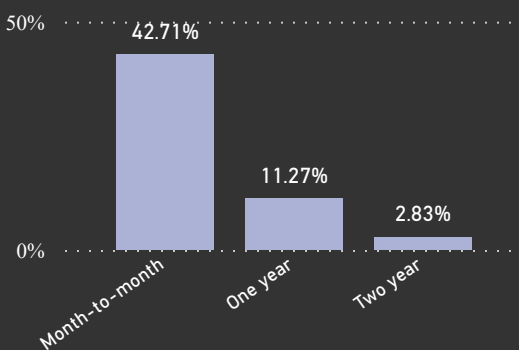
### Total Charges by Internet Service



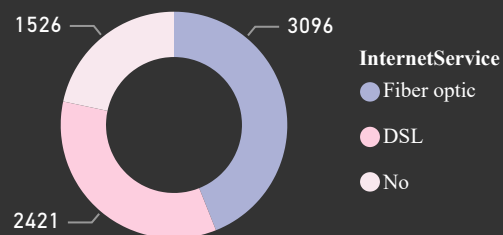
### Churn rate by Payment Method



### Customers by Contract



### Churn by Payment Method



### Churn by Length of Subscription

