

PaymentMethod

All

Active Users

5174

Churn Count

1869

Churn Rate

26.54%

Monthly Revenue Loss
from Churn

139.13K

Avg Churn
Tenure(Months)

18

Average Monthly
Charges (Churned)

74.44

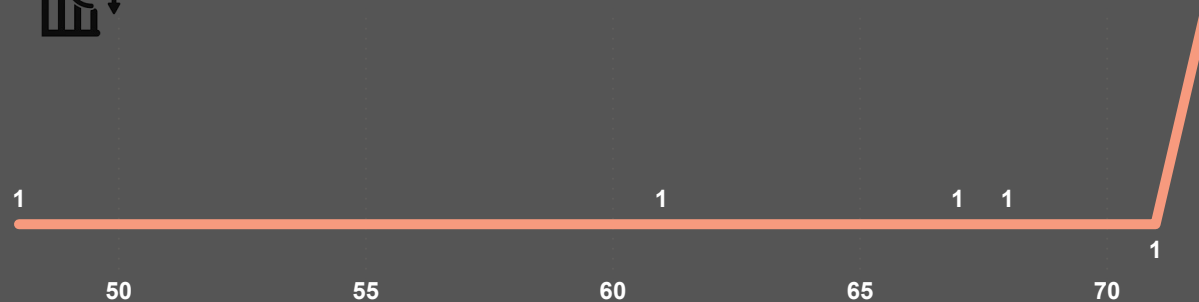


Customer Churn Analysis

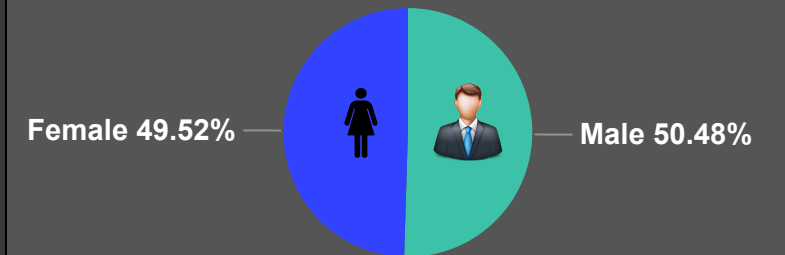
Churn	Sum of numAdminTickets	Sum of numTechTickets
Yes	885	2173
No	2747	782



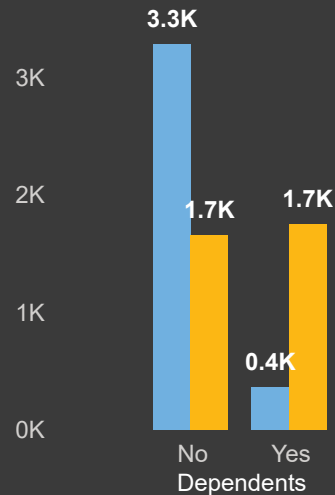
Churn by Tenure Type



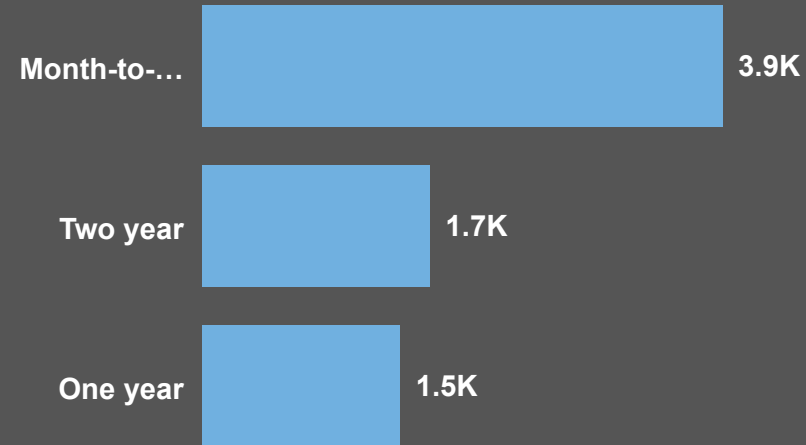
Churn by Gender



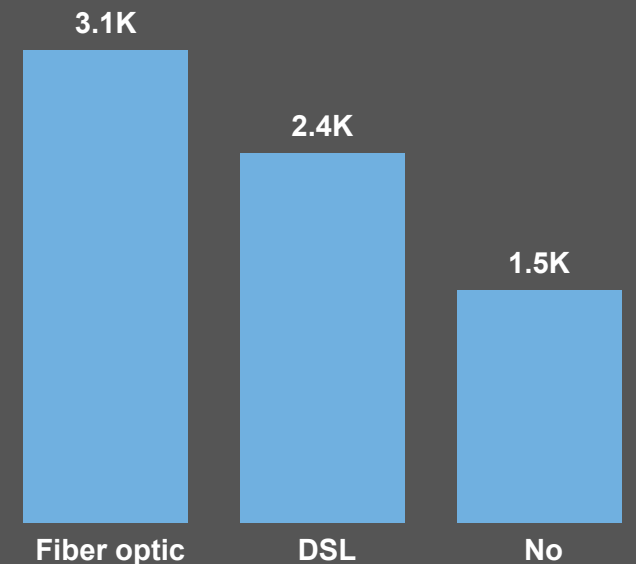
Churn by Partner &
Dependent



Churn by Contract Type



Churn by Internet Service Type



Subject : Customer Retention Insights and Recommendations for PhoneNow

Hi [Engagement Partner's Name],

I've created a customer retention dashboard based on the data provided by the Retention Manager at PhoneNow. Below are the key insights:

- . **Churn Rate:** 26.54%
- . **Monthly Revenue Loss:** \$139,130.85

High Churn Segments:

- . **Fiber optic users** (1,297 churned)
- . **Month-to-month contracts** (1,655 churned)
- . **Customers without partners/dependents**

Recommendations:

- . **Proactive Retention Strategies:** Reach out to high-risk customers (fiber optic, month-to-month) with personalized offers.
- . **Contract Bundling:** Encourage longer contracts with discounts to lock in customers.
- . **Support Optimization:** Streamline support processes, as high support tickets correlate with higher churn.

I'd love to walk through the dashboard and discuss strategies to mitigate churn!

Best,
Sumit Singh