

# Summary

## Overview:

This project analyzes **customer retention** at PhoneNow by identifying why customers leave and how to improve retention. It focuses on **churn trends, service usage, customer demographics, account details, and support interactions** to provide insights for reducing churn and enhancing customer satisfaction.

### Key Performance Indicators

- Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- Increase sale of 1 and 2 year contracts by 5% each
- Yearly increase of automatic payments by 5%

### Dashboard

- Demographics
- Customer Account Information
- Services

### Analysis

- Internet Services
- Type Of Contract
- Payment Methods



# Churn Analysis Dashboard

1834

Customer Churn

1834

# of Tech Tickets

864

# of Admin Tickets

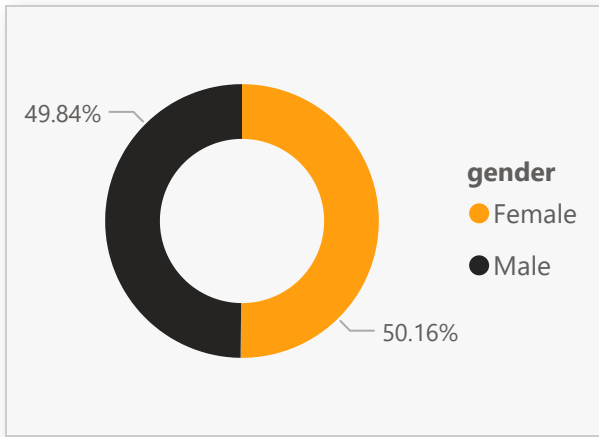
2.86M

Yearly Total Charges

138.26K

Monthly Total Charges

## Demographics



25%

SeniorCitizen in %

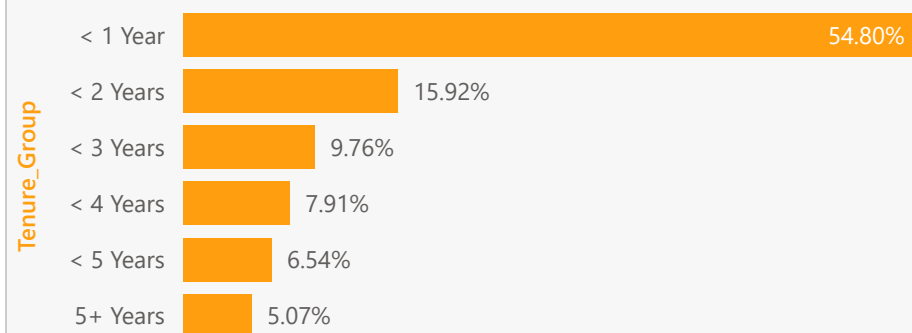
36%

Partner in %

18%

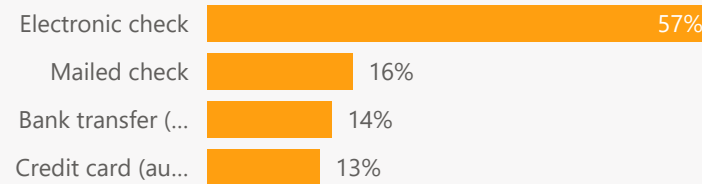
Dependents in %

## Subscription Time

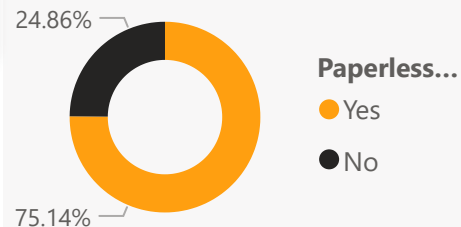


## Customer Account Information

### Payment Method



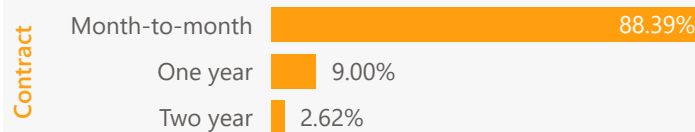
### Paperless Billing



### Average

\$75.39  
Monthly  
\$1,559.27  
Total

### Type of Contract

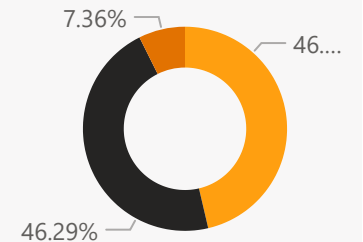


## Service Customer Signed Up For

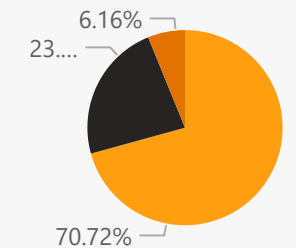
29.72%  
Device protection i...  
28.52%  
Online Bacup in %  
16.09%  
Online Sec. in %  
36.04%  
Partner in %  
92.64%  
Phone Service in %  
44.60%  
Streaming Movies ...  
44.38%  
Streaming TV in %  
16.90%  
Tech Support in %

### MultipleLines

Yes No No phone ...



Fiber optic DSL No





# Customer Risk Analysis

## Risk of churn

- ☐ No
- ☐ Yes

## Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

## Monthly Subscribed



## Contract Type

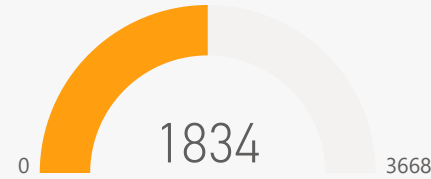
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

6963

Total customer

26.34%

churn rate %



2.86M

Yearly Charges

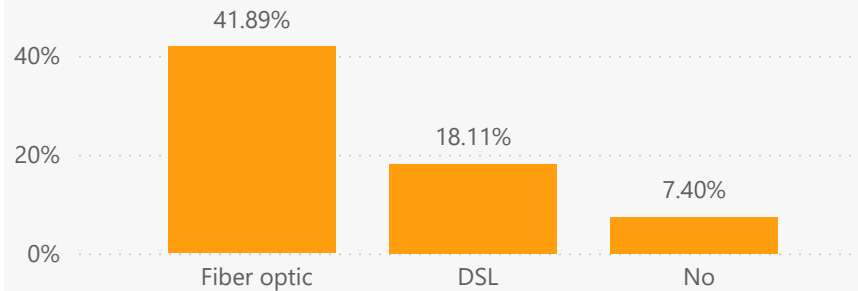
3582

Admin Tickets

2954

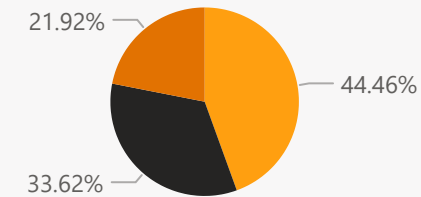
Tech Tickets

## Churn by type of Internet Service



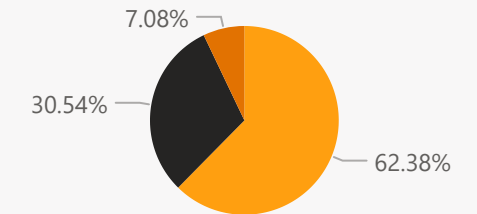
## # of Customers by internet service

Fiber optic DSL No



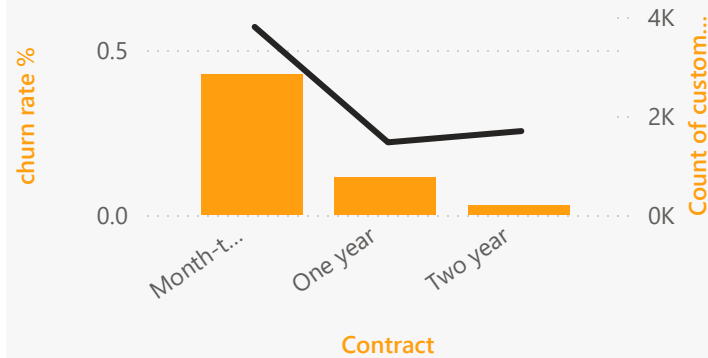
## Sum of monthly charges

Fiber optic DSL No



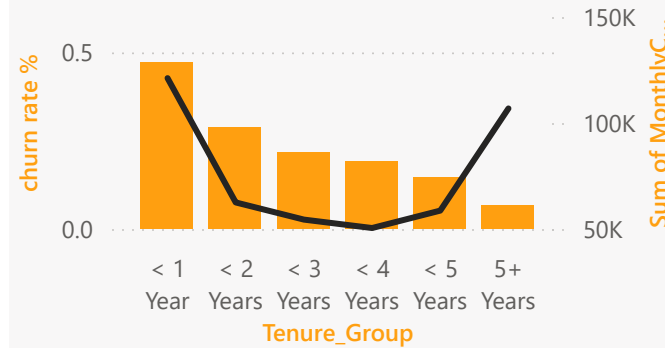
## Type of contract

churn rate % Count of customerID



## Years of contract

churn rate % Sum of MonthlyCharges



## Churn of payment methods

churn rate % Sum of MonthlyCharges

