

## Report Analysis

### Key Performance Indicators

- Expand our tech support for Fiber Optic customers and aim to reduce their support tickets to less than 1 per person.
- Boost the sales of our 1-year and 2-year plans by 5%.
- Encourage more customers to switch to automatic payments, with a yearly growth target of 5%.

### Churn Dashboard



- Customer demographics
- Account details
- Services they use

### Customer Risk Analysis



- Internet service usage
- Contract types
- Payment methods

Client:  
**PhoneNow**

 **Churn  
Dashboard**

 **Customer  
Risk Analysis**

**Customer in Risk**

7043

**# of Admin Ticket**

3632

**# of Tech Ticket**

2955

**\$  
Charges**

**Monthly Charges**

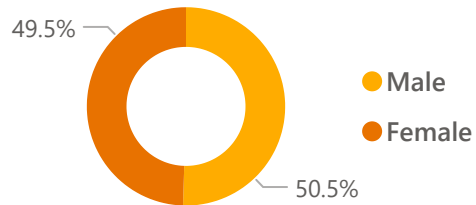
\$456.12K

**Yearly Charges**

\$16.06M

**Demographic Analysis**

Gender Ratio



**Senior Citizen**

16.21 %

**Partners**

48.30 %

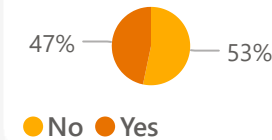
**Dependents**

29.96 %

**Phone Service**

90.3%

Multiple Lines



**Stream Movies**

38.8%

**Stream TV**

38.4%

**Device Protect**

34.4%

**Online Backup**

34.5%

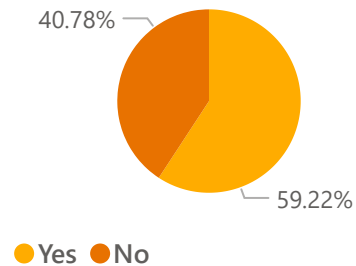
**Tech Support**

29.0%

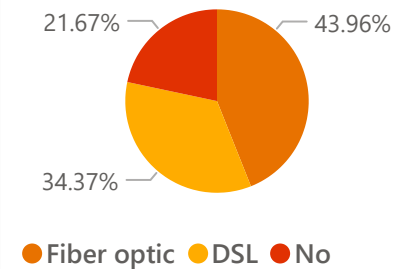
**Online Security**

28.7%

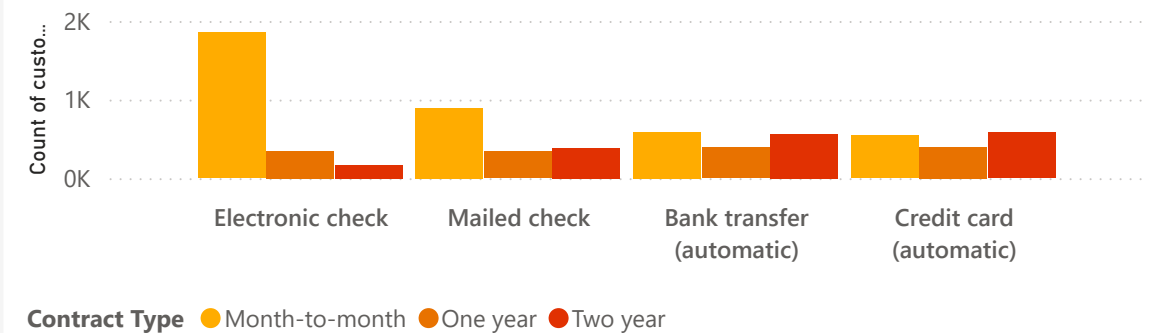
**Paperless Billing**



**Internet Service**



**Payment Method vs Contract Type**





## Visualizing Data: Customer Risk Analysis

Churn  
All

Internet Service  
All

Contract Type  
All

Client:  
PhoneNow

Churn  
Dashboard

Customer  
Risk Analysis

Months Subscribed

0

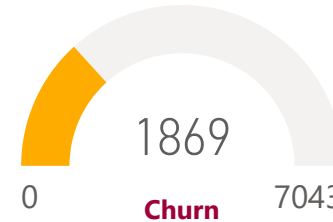
72

Total Customers

7043

Churn Rate

26.54 %



Yearly Charges

\$16.06M

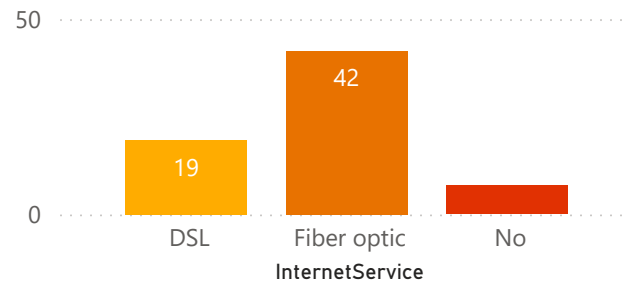
# of Tech Ticket

2955

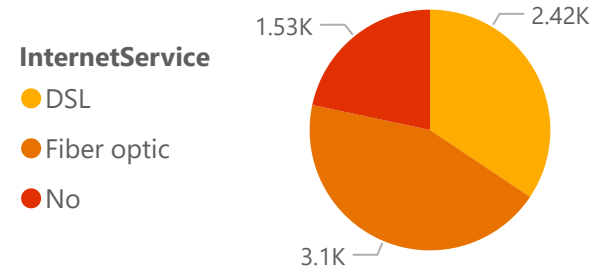
# of Admin Ticket

3632

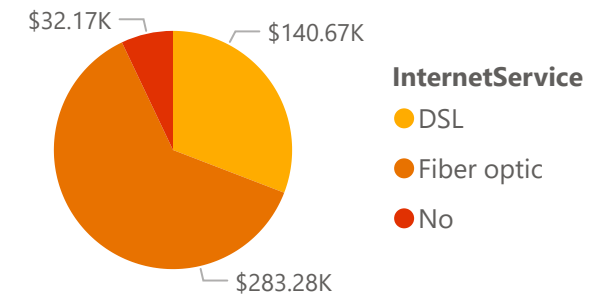
Churn by Type of Internet Service



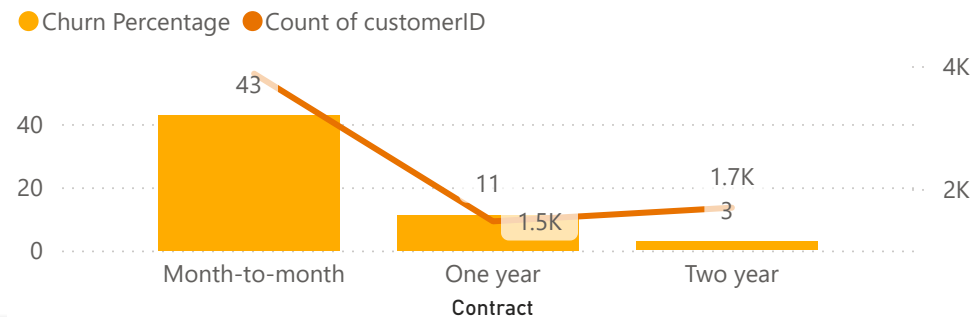
# of Customers by Internet Service



Sum of Monthly Charges



Type of Contract



Churn by Payment Method

