Phone Now

Key Performance Indicator

Churn Rate – Percentage of customers who have left in the last month.
Customer Tenure – Average number of months customers have been with the company.
Monthly Charges – Average and distribution of monthly charges among customers.
Service Usage – Percentage of customers subscribed to specific services (e.g., Internet, Streaming, Online Security).
Tickets per Customer – Average number of administrative and technical tickets per customer.
Contract Type Analysis – Proportion of customers based on contract type (Month-to-Month, One Year, Two Year).
Payment Method – Payment method preferences, focusing on how they relate to churn.

Churn Dashboard

Churn Rate Overview: A card or gauge chart showing the percentage of churned customers.
Demographics Breakdown: Pie charts showing gender, senior citizen status, and partnership status.
Services Breakdown: Stacked bar chart showing service subscriptions across the customer base (phone, internet, etc.).
Customer Tenure Analysis: A line graph showing the distribution of customer tenure.
Monthly Charges vs. Total Charges: Scatter plot showing the relationship between monthly and total charges to identify any patterns in high-churn customers.
Tickets Analysis: A bar chart showing the average number of tickets raised per customer for administrative and technical issues.
Contract & Payment Method: Grouped bar charts to highlight the correlation between contract types, payment methods, and churn.

Customer Risk Analysis

- Internet Service
- Type of Contract
- Payment Method

Churn Analysis

1869	2173	885	$2.86M	$139....	1869
Customers at risk	# of Tech Tikets	# of Admin Tikets	Yearly Charges	MonthlyCharges	Customers at risk

Demographics

Male Female

49.5...

50.4...

25%
Senior Citizen

20%
Partner

100%
Dependents

Subscription Time

<1 year 2.2K
<6 year 1.4K
<2 year 1.0K
<3 year 0.8K

Customer Information

Payment Method

PaymentMethod
Electro... 2.4K
Mailed... 1.6K
Bank tr... 1.5K
Credit ... 1.5K

Paperless Billing

Yes No

4....
(...)

Types of Contract

Contract
Mont... 3.9K
Two y... 1.7K
One y... 1.5K

Average

$2,283.30
Total

$64.76
Monthly

Services Customers Signed Up for

100% Tech Support
100% Streaming TV
100% Streaming Movies
100% Phone Service
100% Online Security
100% Device Protection

Multiple lines

100%	100%
No	Yes

Fiber optic DSL No

1.5... (...)

3.1K
(43....)

2.4... (3...)

Customer Risk Analysis

Risk of Churn

Churn

- [ ] No
- [ ] Yes

Internet Services

InternetService

- [ ] DSL
- [ ] Fiber optic
- [ ] No

Months Subscribed

tenure

30 72

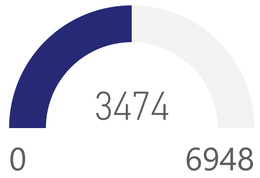
Contract Type

_ontract

- [ ] Month-to-month
- [ ] One year
- [ ] Two year

3474
Total Customers

13%
churn rate

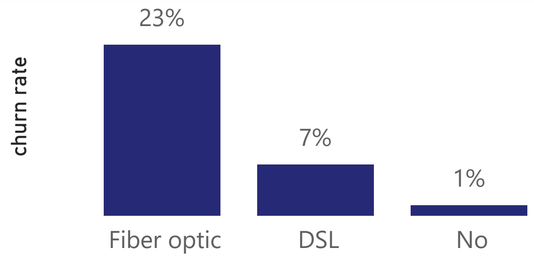


$13.70M
Yearly Charges

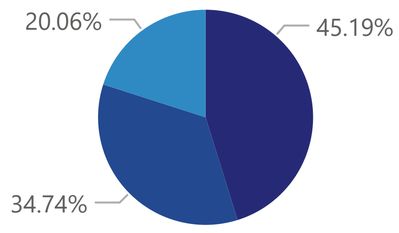
1766
AdminTickets

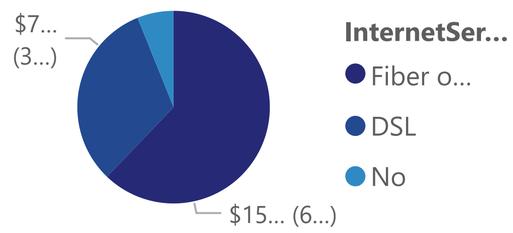
2404
Sum of numTechTickets

Churn rate by Internet Service

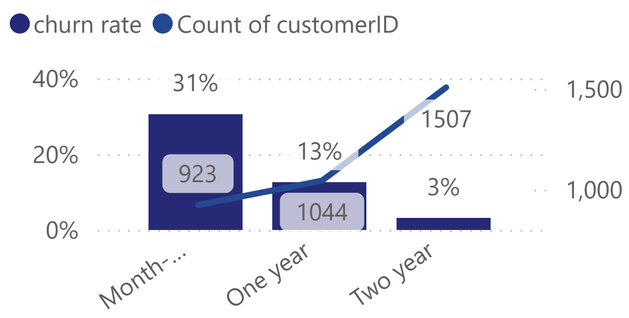


Customers by Internet

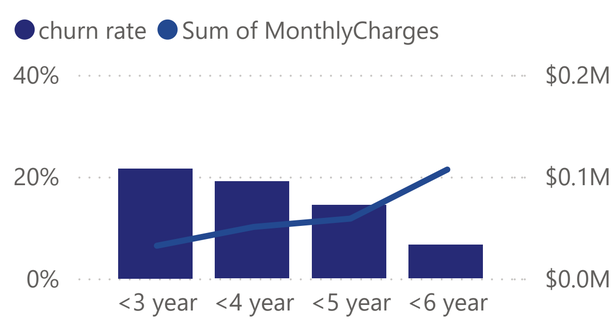




Type of Contract



Years of Contract



Payment Method