Hi Janet,

Thank you for providing us with these valuable inputs. As a Digital Accelerator, we are thrilled to work on creating an insightful dashboard for PhoneNow's Retention Management.

Based on the information you provided, here's a brief outline of what we plan to include in the dashboard:

1. Customers Churn Analysis:

   - Visualize the number and percentage of customers who left within the last month. This will help identify any trends or patterns in customer churn.

2. Services Analysis:

   - Show the distribution of services each customer has signed up for using a pie or bar chart. This will give an overview of which services are more popular among the customers.

3. Customer Account Information:

   - Display relevant metrics such as customer tenure, contract type, payment methods, and billing preferences. We'll include a summary of monthly charges, total charges, and the number of tickets opened in administrative and technical categories.

4. Demographic Insights:

   - Present demographic information like gender and age range to understand the customer base. Additionally, we can include visuals to show the proportion of customers with partners and dependents.

5. Interactive Features:

   - We will incorporate interactive elements like slicers and filters, allowing users to segment data based on specific criteria. This will empower users to gain deeper insights and perform detailed analysis.

6. Trends and Patterns:

   - Utilize line or area charts to visualize trends in customer behavior, such as the fluctuation of churn rates or service sign-ups over time.

7. Customer Segmentation:

   - Explore clustering techniques to group customers based on their characteristics, allowing PhoneNow to tailor retention strategies for different segments effectively.

Our aim is to make the dashboard user-friendly, informative, and actionable, enabling you to make data-driven decisions and enhance customer retention efforts.

We appreciate your trust in the Digital Accelerator programme, and we look forward to creating a powerful dashboard that provides valuable insights for PhoneNow's retention management team.

If you have any specific requirements or preferences, feel free to let us know, and we'll incorporate them into the dashboard design. We'll keep you updated throughout the development process and look forward to presenting our final product.

Best regards,

Mohammad Arman Ansari