

Welcome to PhoneNow

Key Performance Indicator:

- Increase tech support for Fiber Optic's customers
- Lower tech tickets for each customer
- Increase at least 5% sale for contract type customers: one year and two years
- Increase automated payments by at least 5%

Churn Dashboard

- Customer Demographic
- Customer Account Information
- Customer Subscribed Product Information

Customer Risk Analysis Dashboard

- Internet Service
- Payment Method
- Contract Types
- Monthly Charges

Customer Retention Analysis Dashboard

Churn

All

Total Customer

7043

Total Charges

16.06M

Monthly Charges

456.12K

Customer Churn Percentages

26.54%

Customer Demographic

16%

Senior Citizen %

48%

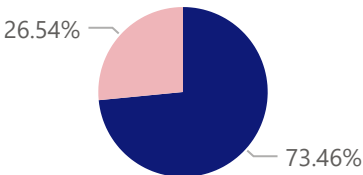
With Partner

30%

Dependents %

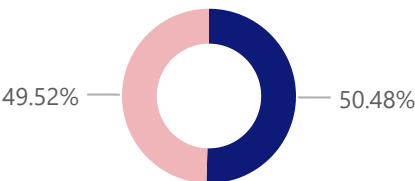
Churn Percentage

No Yes



Gender

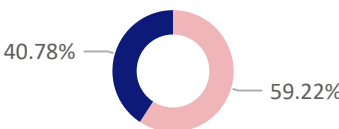
Male Female



Customer Account Information

Paperless Billing

Yes No



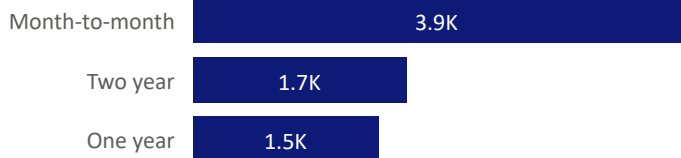
\$65

Average charges

Customer Payment Methods



Contract Type



Customer Subscribed Product Info

90%

Phone Service

39%

Streaming Movies

38%

Streaming TV

34%

Device Protection

34%

Online Backup

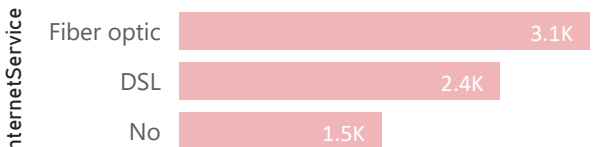
29%

Online Security

29%

Tech Support

Internet Services



MultipleLines



Customer Risk Analysis Dashboard

Filters

Churn

No

Yes

InternetService

DSL

Fiber optic

No

Contract

Month-to-month

One year

Two year

PaymentMethod

Bank transfer (automatic)

Credit card (automatic)

Electronic check

Mailed check

