



Welcome to PhoneNow



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%

Churn Dashboard

- Demographics
- Customer Account Information
- Services



Customer Risk Analysis



- Internet Service
- Type of Contract
- Payment Method





Churn Dashboard



1869

Customer at risk

2173

No. of TechTickets

885

No. of AdminTickets

\$2.86M

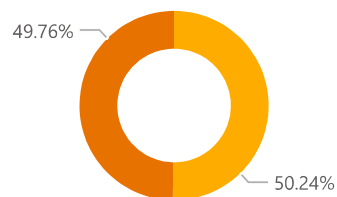
Yearly Charges

\$139.13K

Monthly Charges

Demographics

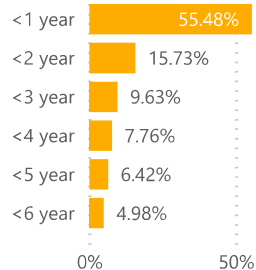
● Female ● Male



25%

Senior Citizens (%)

Subscription Time



36%

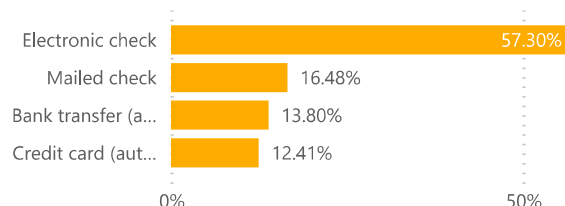
Partner (%)

17%

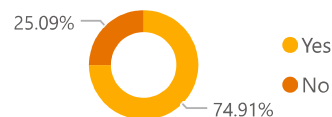
Dependents (%)

Customer Account Information

Payment Method



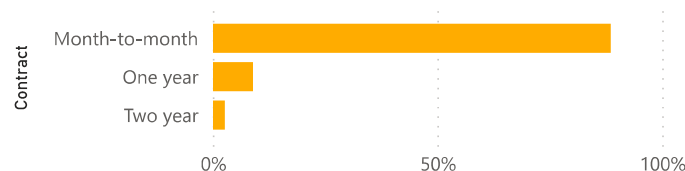
Paperless Billing



Average Charges

\$1,531.80
Total
\$74.44
Monthly Charges

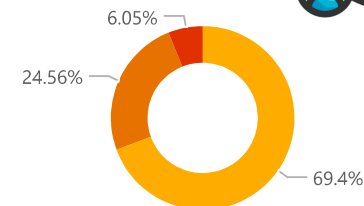
Types of Contract



- | | |
|-------------------------|--------------------------|
| 91%
Phone Service | 44%
Streaming TV |
| 44%
Streaming Movies | 29%
Device Protection |
| 28%
Online Backup | 17%
Tech Support |
| 16%
Online Security | |



● Fiber optic ● DSL ● No





Customer Risk Analysis



% Risk of Churn

- ☐ No
- ☐ Yes



Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No



Months Subscribed

0 72



Contract

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

7043

Total Customers

\$16.06M

Yearly Charges

3632

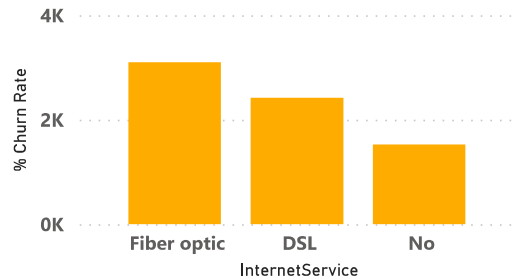
Admin Tickets

2955

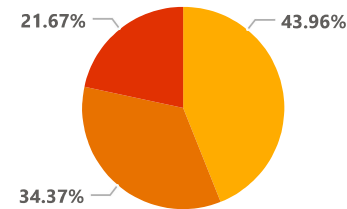
Tech Tickets



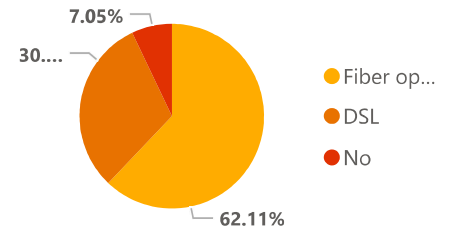
Churn by Type of Internet Services



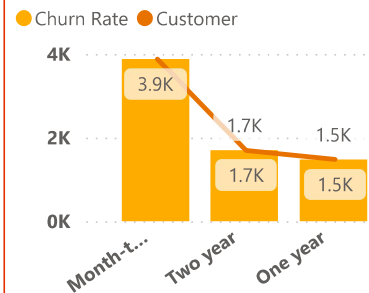
% of Customers by Internet



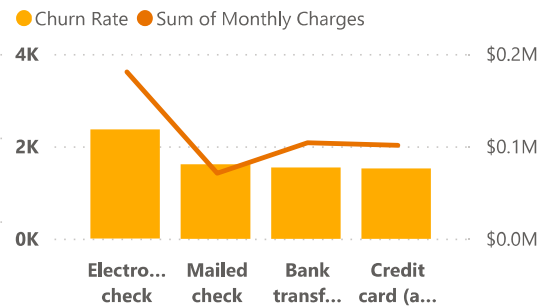
% Type of Internet Service



Type of Contract



Years of Contract



Churn by Payment Method

