

Phonenow_Telecom_Callcentre Analysis

- . To create dashboard reporting the underlying trends in customer and agent behaviour**
- . To create dashboard reporting the Customer Account Information and Services opted by them**
- . To create dashboard reporting the Customer Risk Behaviour w.r.t the services opted by them**

Telecom_CallCentre Analysis

Total number of Calls
Received

122

Total number of Answered
Calls

96

Total number of Abonded
Calls

26

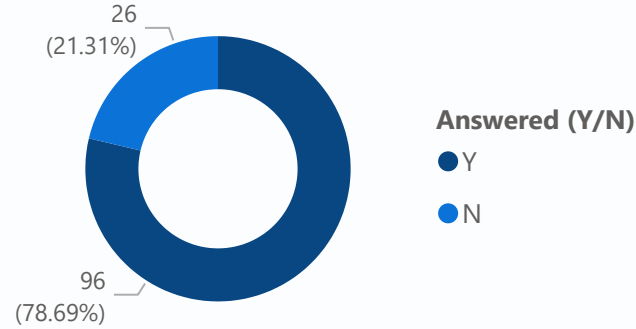
Total number of Resolved
Calls

86

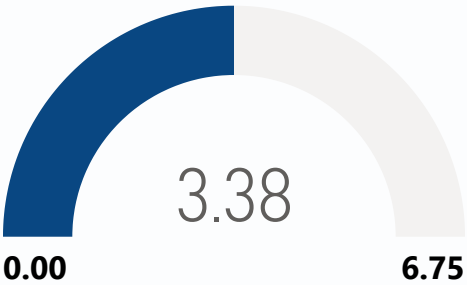
Average Speed of Answer in
seconds

66.71

Answered



Average of Satisfaction rating



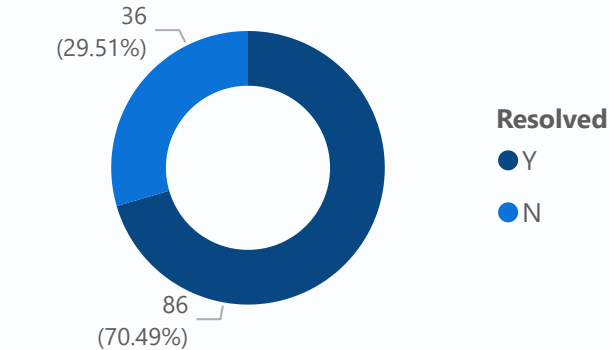
Agent

Diane

Topic

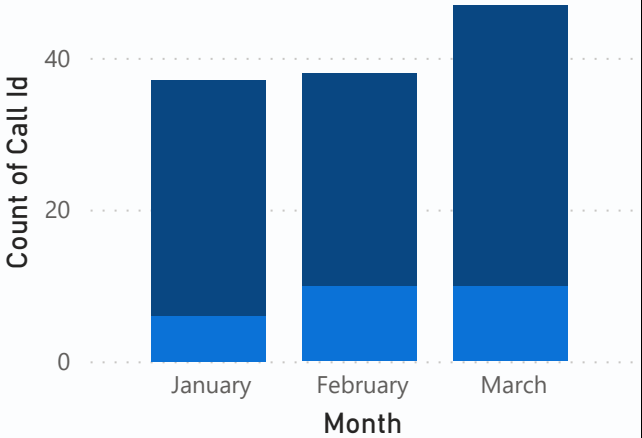
Technical Support

Resolved



Calls by Month

Answered... N Y



1/1/2021

3/31/2021



CHURN DASHBOARD

Customers At Risk

1869

Admin Tickets

885

Tech Tickets

2173

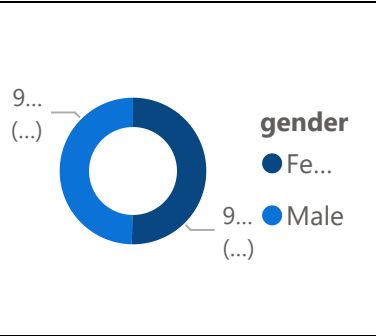
Monthly Charges in \$

139.13K

Yearly Charges in \$

2.86M

DEMOGRAPHICS



0.25

Senior Citizen in %

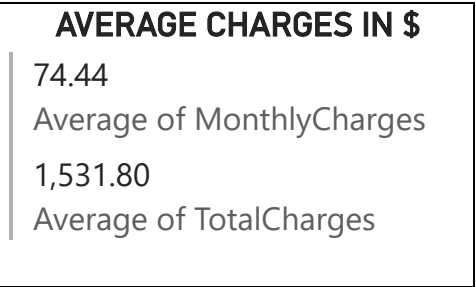
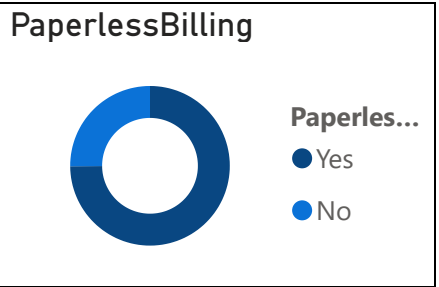
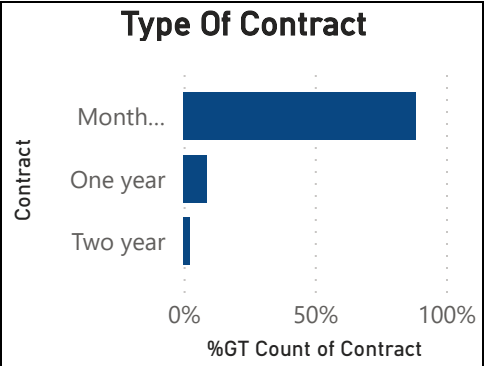
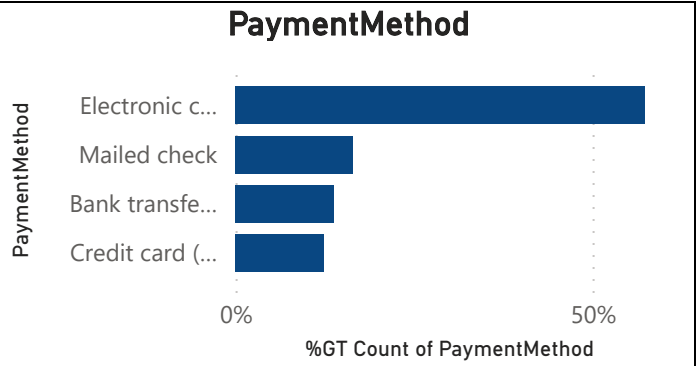
0.17

Dependents %

0.36

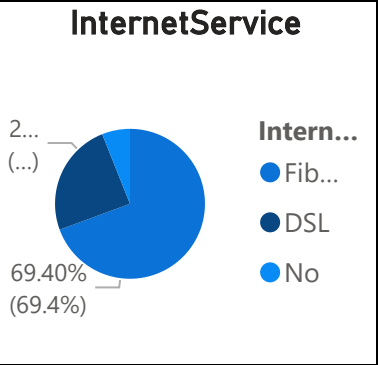
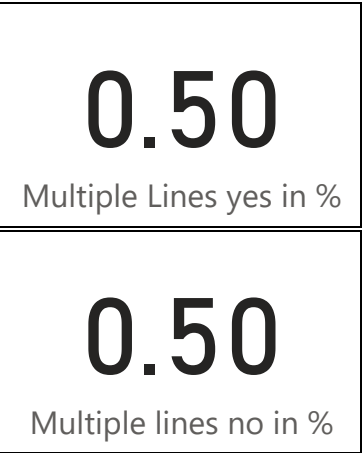
Partner in %

CUSTOMER ACCOUNT INFORMATION



Services Opted by Customers

- 0.91 Phone service in %
- 0.29 Device Protection %
- 0.28 Online backup %
- 0.16 Online Security %
- 0.44 Streaming movies %
- 0.44 Streaming TV in %
- 0.17 Tech Support in %



Customer Risk Analysis Dashboard

Risk of Churn

Churn

Select all

No

Yes

InternetService

Select all

DSL

Fiber optic

No

Tenure of Subscription

21

72

Contract

Select all

Month-to-month

One year

Two year

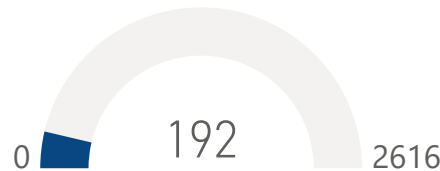
2616

Total Customers

0.07

Churn Rate%

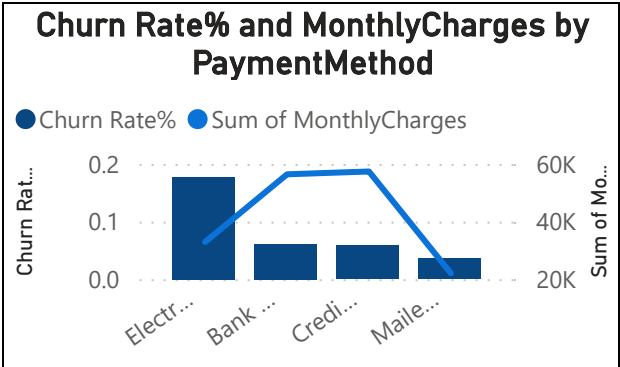
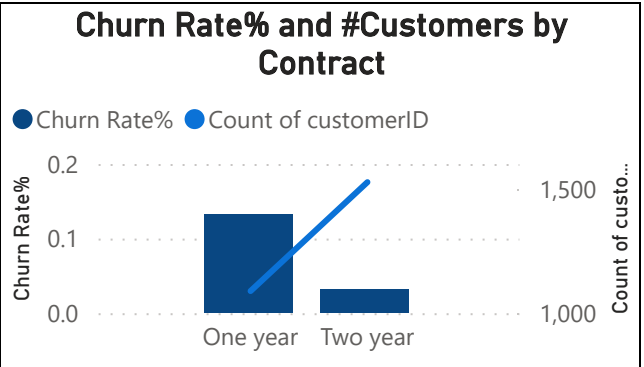
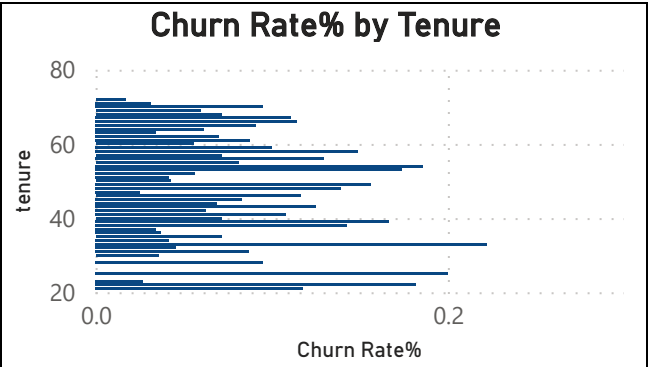
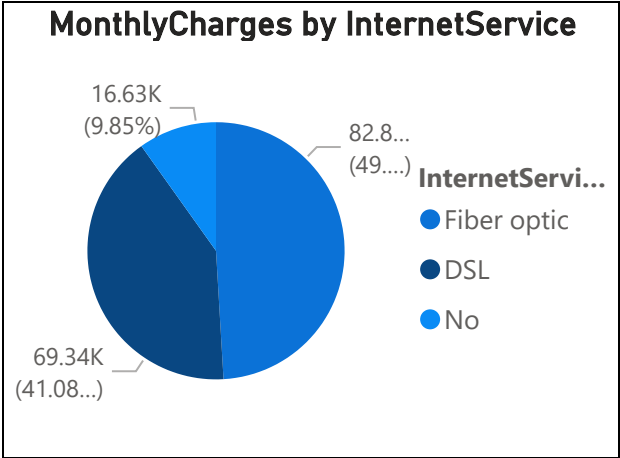
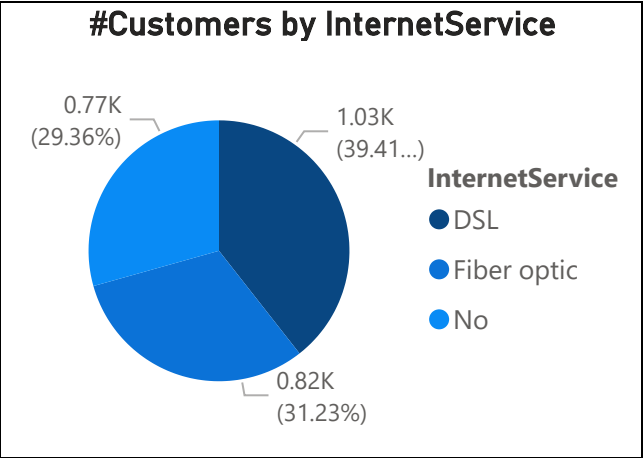
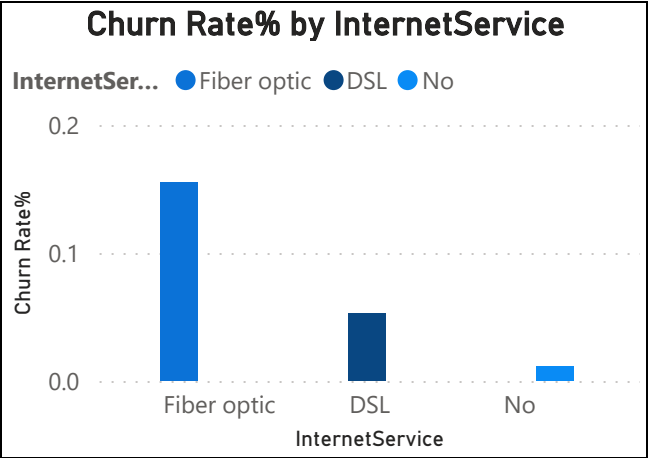
ChurnedCustomers



9.67M

Yearly Charges in \$

1361
AdminTickets
594
TechTickets



Dashboard Insights

- # Month -on - Month subscribers have high churning rate. Increase the subscription for 1-yr and 2-yr base
- # Reduce the admin tickets for month - month subscriptions
- # Increase the payment methods by bank transfers and credit card transactions
- # Engage customers of <6 months to 1-yr subscription