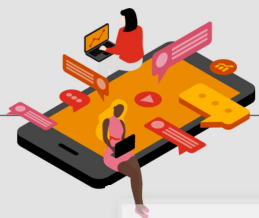




# Welcome to PhoneNow



Click on the items below to drill into the analytics

## Key Performance Indicators

- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

## Churn Dashboard



- Demographics
- Customer Account Information
- Services

## Customer Risk Analysis



- internet service
- type of contract
- payment method



**Build a visual** ... >>

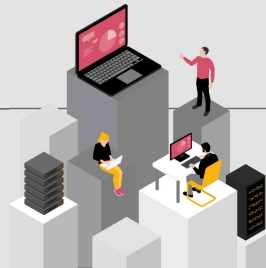
Visual types

☐ Off Suggest a type

Data

+Add data

# Churn Dashboard



pwc



This dashboard has a filter with churn = "yes"

1869

Customers at risk

2173

# of Tech Tickets

885

# of Admin Tickets

## Demographics

Female Male



25%

Senior-Citizen

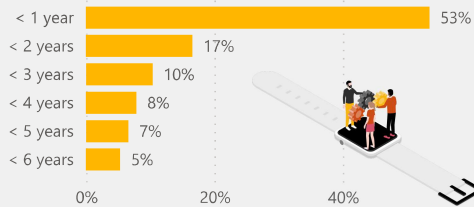
36%

Partner

17%

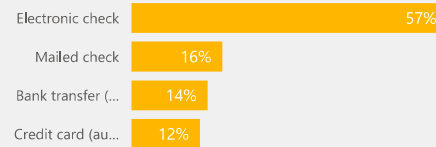
Dependents

## Subscription time

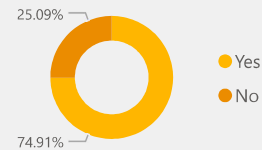


## Customer account information

### Payment method



### Paperless billing



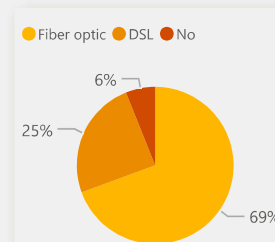
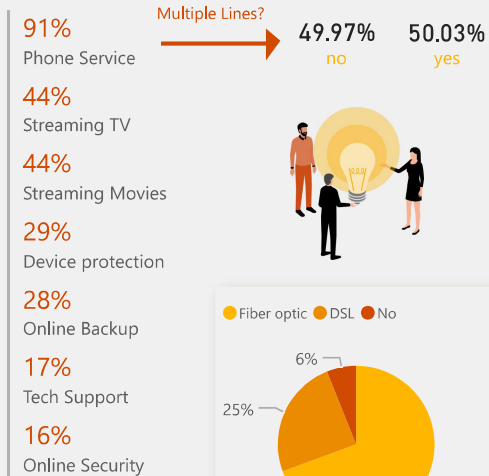
### Average charges

\$74.44  
Monthly  
\$1,531.80  
Total

### Type of contract



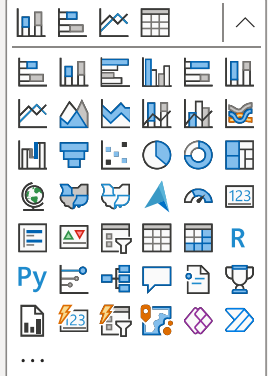
## Services customers signed up for



## Build a visual



### Visual types



☐ Off Suggest a type

### Data

+Add data



# Customer Risk Analysis

## Risk of churn

- ☐ No  
☒ Yes

## Internet service

- ☐ DSL  
☐ Fiber optic  
☐ No

## Months subscribed

0 72

## Contract type

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

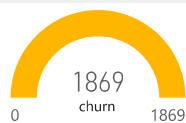


1869

Total customers

100.00%

churn rate %



\$2.86M

Yearly Charges

2173

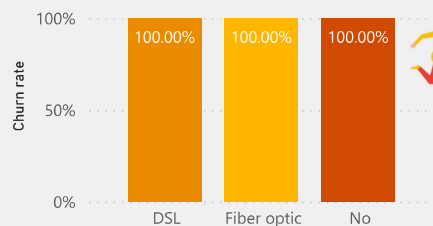
Tech Tickets

885

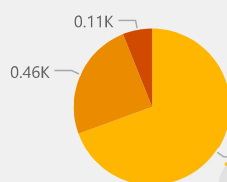
Admin Tickets



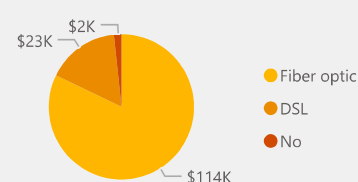
## Churn by type of internet service



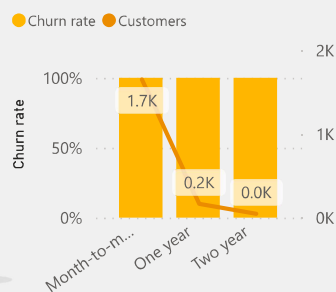
## # of customers by internet service



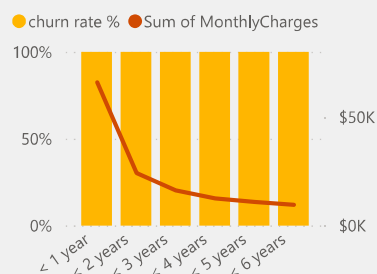
## Sum of monthly charges



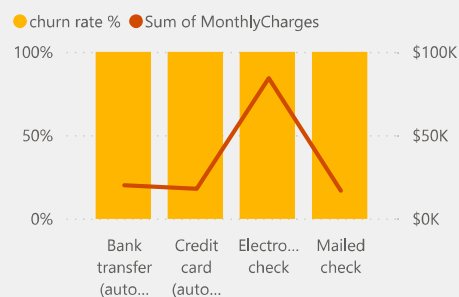
## Type of contract



## Years of contract

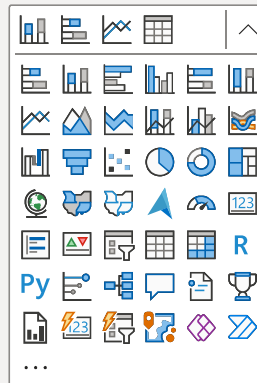


## Churn by payment method



## Build a visual

### Visual types



☐ Off Suggest a type

### Data

+Add data