Welcome to PhoneNow

(CTRL+Click on the items below to drill into the analytics)
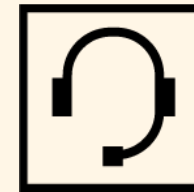
Key Performance

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%

Customer Churn

- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

- internet service
- type of contract
- payment method

Customer Churn Exploratory Analysis

1869
Customer Churn

2173
Tech Tickets

885
Admin Tickets

$2.86M
Total Annual Charges

Demographics

Gender
● Female ● Male

49.8%
50.2%
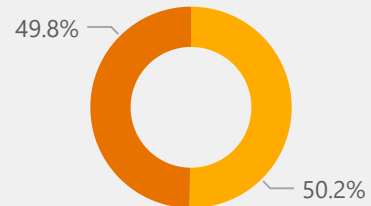
25%
Senior Citizen

36%
Partner

17%
Dependent

Subscription Length

< 1 year	55%
< 2 years	16%
< 3 years	10%
< 4 years	8%
< 5 years	6%
< 6 years	5%
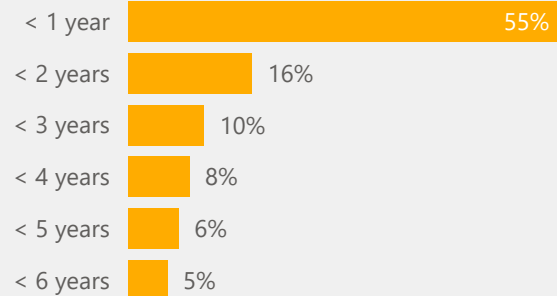
Account Information

Payment Method

Electronic ch...	57%
Mailed check	16%
Bank transfe...	14%
Credit card (...	12%
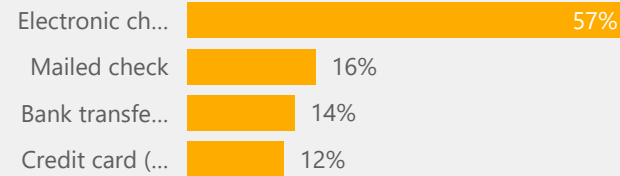
Paperless Billing
● Yes ● No

25%
75%
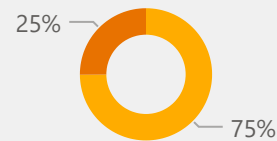
Average Charges

$74.44
Monthly

$1,531.80
Annual

Contract Type

Month-to-...	88.55%
One year	8.88%
Two year	2.57%
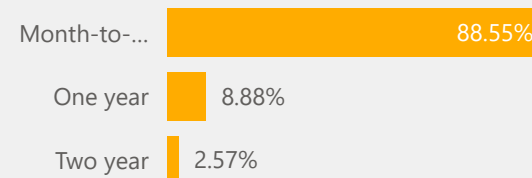
Services Signed Up

91%
Phone service →
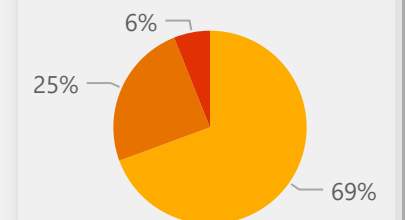
Multiple Lines
● No ● Yes

50.03%
49.97%

44%
Streaming TV

44%
Streaming Movies

29%
Device protection

28%
Online backup

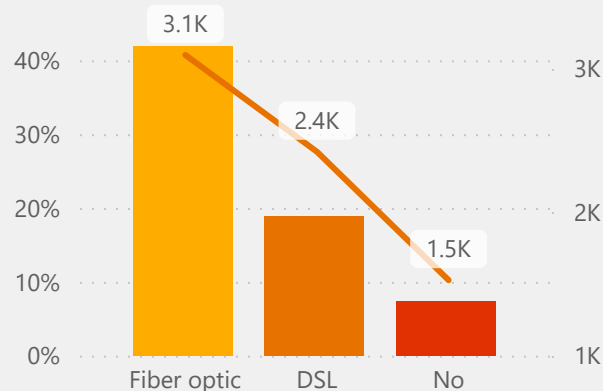17%
Tech Support

16%
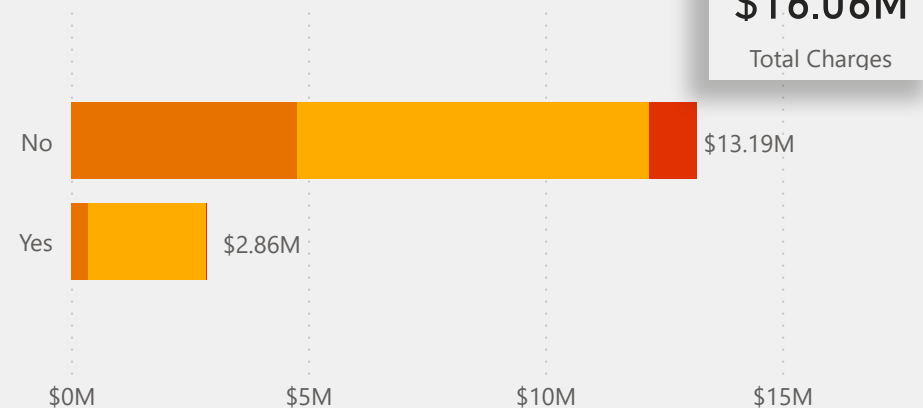Online security

Internet Services
● Fiber optic ● DSL ● No

6%
25%
69%

Customer Risk Analysis

Churn by Internet Services

● Churn Rate ● # Customer

- 3.1K (Fiber optic)
- 2.4K (DSL)
- 1.5K (No)

Total Annual Charges by Churn and Internet Services

● DSL ● Fiber optic ● No

$16.06M
Total Charges

- No: $13.19M
- Yes: $2.86M

Churn by Payment Method

● churn rate % ● Sum of MonthlyCharges

- Electro... check
- Mailed check
- Bank transfer (autom...
- Credit card (autom...
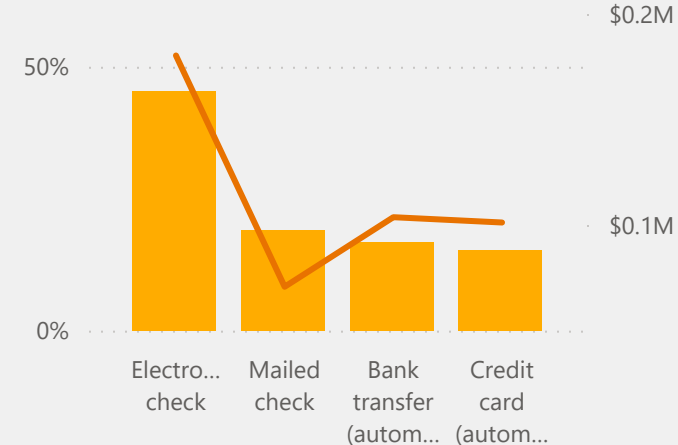
Admin Tickets and Tech Tickets by Churn

● Sum of numAdminTickets ● Sum of numTechTick...

- No: 2.7K (Admin), 0.8K (Tech)
- Yes: 0.9K (Admin), 2.2K (Tech)
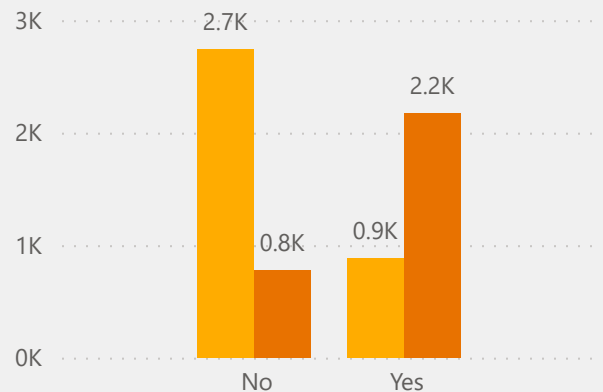
Churn by Contract Type and Subscription Length

● Churn Rate ● Sum of MonthlyCharges

Month-to-month
- < 1 year
- < 2 years
- < 3 years
- < 4 years
- < 5 years
- < 6 years

One year
- < 1 year
- < 2 years
- < 3 years
- < 4 years
- < 5 years
- < 6 years

Two year
- < 1 year
- < 2 years
- < 3 years
- < 4 years
- < 5 years
- < 6 years