



Welcome To PhoneNow



Key Performance Indicator

1. Increase tech support capacity for Fiber Optic customers and Lower each Ticket Per customer to 0.5
2. Increase Sale of 1 and 2 year contracts by 5% each
3. Yearly increase of automatic payment by 5%

Churn Dashboard



- > Demographics
- > Customer Account Information
- > Services

Customer Risk Analysis



- > Internet Service
- > Type of Contact
- > Payment Method



Churn Dashboard



1869

Customer At Risk

2173

Of Tech Tickets

885

Of Admin Tickets



\$2.86M

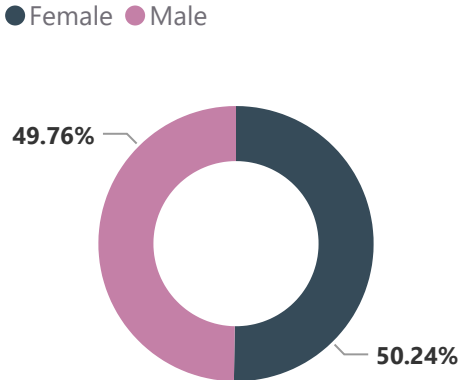
Yearly Charges

\$139.13K

Sum of MonthlyCharges

Demographics

● Female ● Male

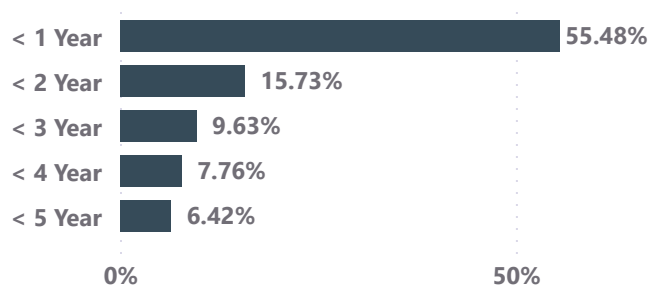


25%
Senior citizen

36%
Partner

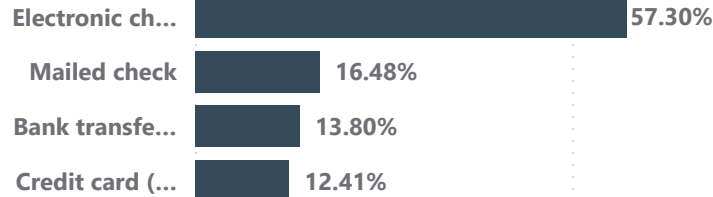
17%
Dependents

Subscription Time

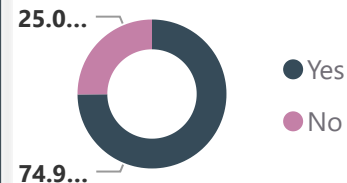


Customer Account Information

Payment Method



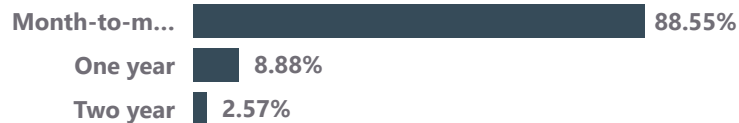
Paperless Billing



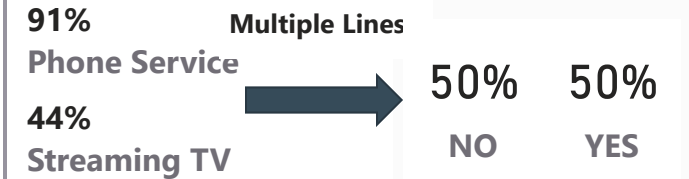
Average Charges

\$74.44
Monthly
\$1,531.80
Total

Types of Contract

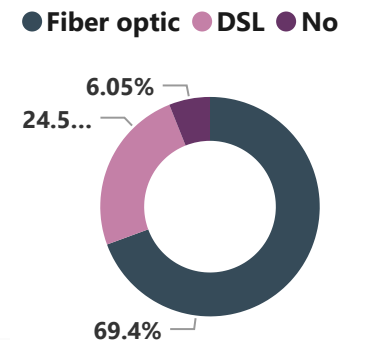


Services Customer Signed up for



44% Streaming Movies
29% Device protection

28% Online Backup
17% Tech Support
16% Online Sec.





Customer Risk Analysis

Risk of Churn

- ☐ No
☐ Yes

InternetService...

- ☐ DSL
☐ Fiber optic
☐ No

Tenure

0

72

Contract

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

7043

Count of customerID

26.54%

Churn Rate %

\$16.06M

Yearly Charges

3632

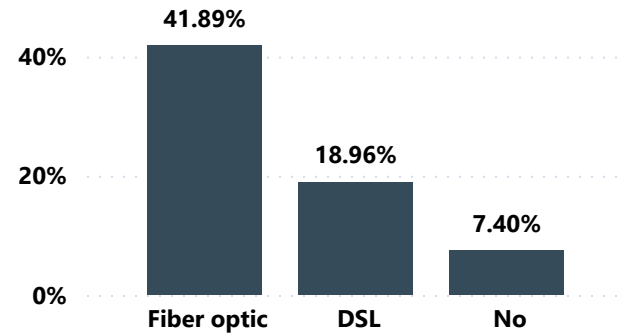
Admin Tickets

2955

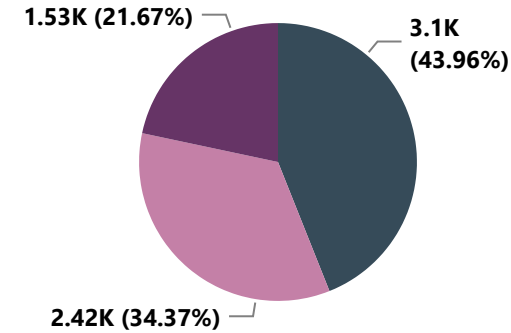
Tech Tickets



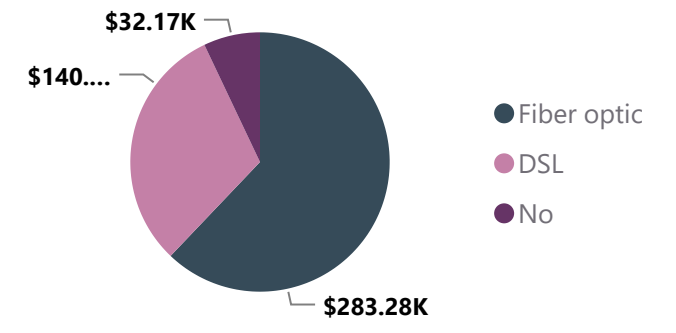
% Churn Rate by InternetService



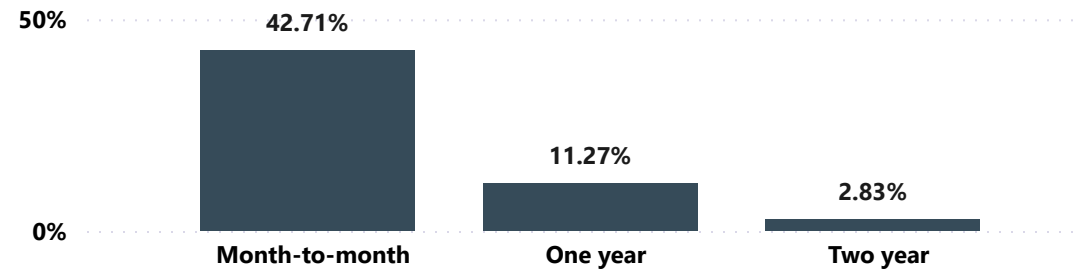
Total customerID by InternetService



Total MonthlyCharges by InternetService



Churn Rate by Contract



MonthlyCharges by PaymentMethod

