

Welcome to PhoneNow

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

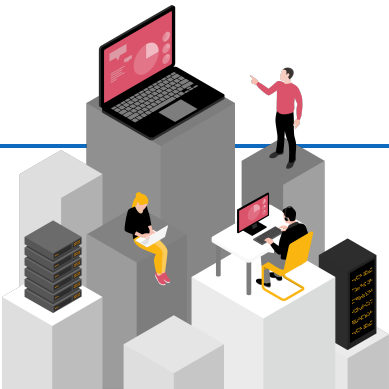
Risk Analysis



- Internet service
- Type of contract
- Payment method



Churn Data Dashboard



1869

Customers at Risk

2173

of Tech Tickets

885

of Admin Tickets

2.86M

Yearly Charges (\$)

139.13K

Monthly Charges (\$)

DEMOGRAPHICS

Female Male

49.8%

50.2%

25%

Senior Citizen

36%

Partner

17%

Dependent

\$

Subscription Time

< 1 year

55%

< 2 years

16%

< 3 years

10%

< 4 years

8%

< 5 years

6%

< 6 years

5%

CUSTOMER ACCOUNT

Payment Method

Electronic ch...

57%

Mailed check

16%

Bank transfer...

14%

Credit card (...)

12%

Paperless Billing

25.09%

74.91%

Yes No

Average Charges (\$)

74.44

Monthly Charges

1,531.80

Total Charges

Type of Contract

Month-to-m...

89%

One year

9%

Two year

3%

SERVICES PROVIDED

91%

Phone Service

Multiple Lines

50.03%

49.97%

Yes No

16%

% Online Security

28%

% Online Backup

16%

% Online Security

44%

% Streaming TV

44%

% Streaming Movies

17%

% Tech Support

29%

% Device Protection

Internet Services

Fiber optic DSL No

6%

25%

69%



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

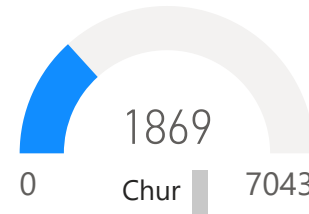
☐ Two year

7043

Total Customers

26.54%

Churn Rate



16.06M

Yearly Charges (\$)

2955

Tech Tickets

3632

Admin Tickets



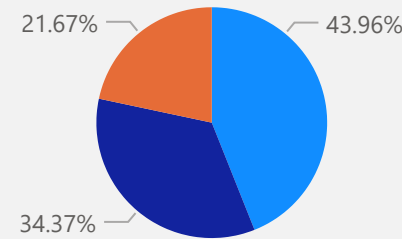
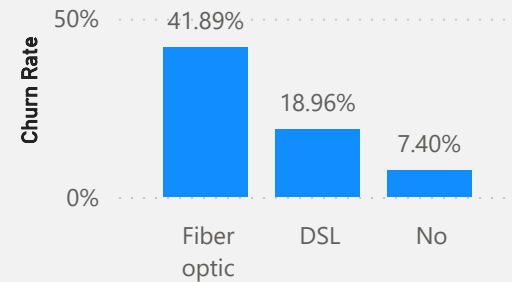
Internet Service



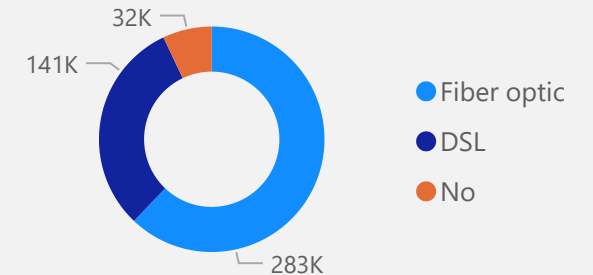
of Customers by Internet Service



Sum of Monthly Charges



Internet Servi...
● Fiber optic
● DSL
● No



Type of Contract



Years of Contract



Churn by Payment method

