Welcome to PhoneNow

Customer risk Analysis

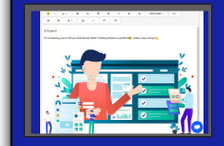
KPIs

1. Enhance tech support for customers using fiber optic to reduce churn rate from 42% to 20%

2. Increase sales of 1 year contracts by 5% each

3. Increase automatic payments by 5% yearly

Churn Analysis



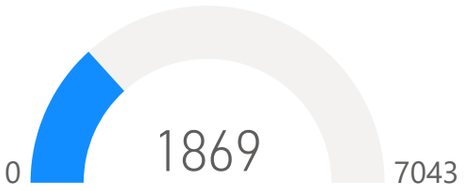
Ticket Analysis

Customer risk Analysis

7043
Total customers

27%
Churn rate in %

# of customers churned



16.06M
Yearly Charges

3632
# of AdminTickets

2955
# of TechTickets

Risk of Churn
- [ ] No
- [ ] Yes

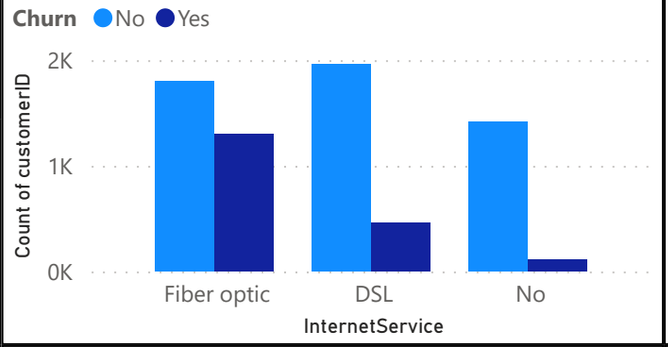
Internet Service
- [ ] DSL
- [ ] Fiber optic
- [ ] No

Tenure Subscribed(in months)

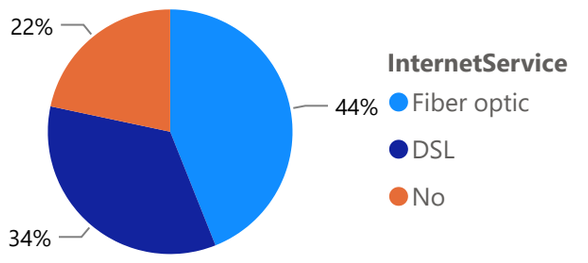
0 — 70

Contract
- [ ] Month-to-month
- [ ] One year
- [ ] Two year

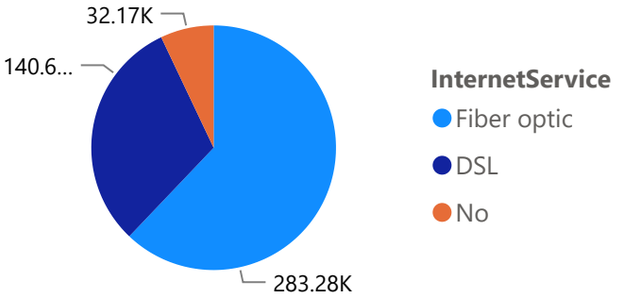
Churn by type of internet service



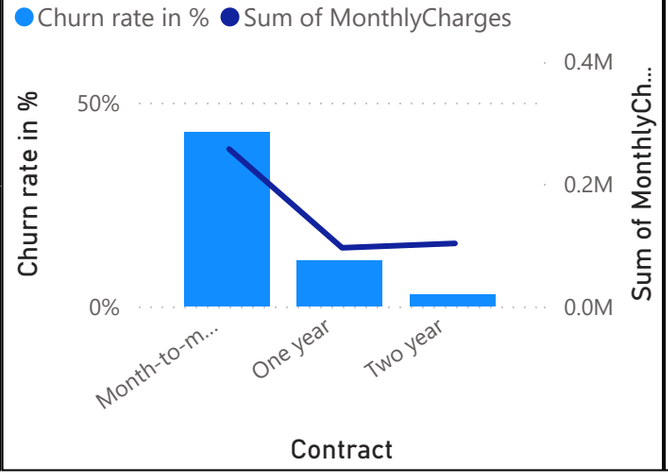
# of customers by Internet Service



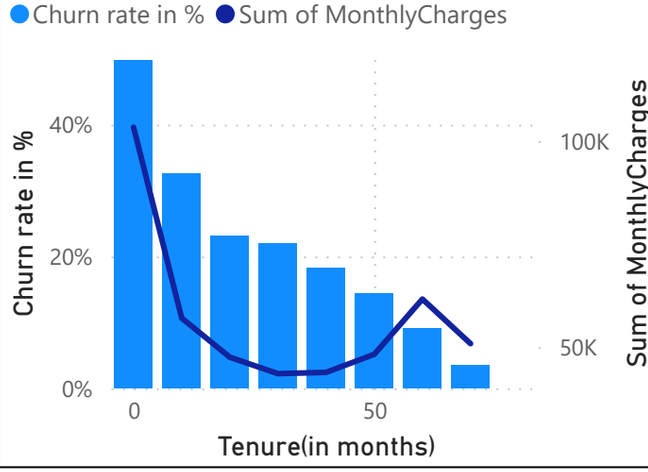
Sum of MonthlyCharges



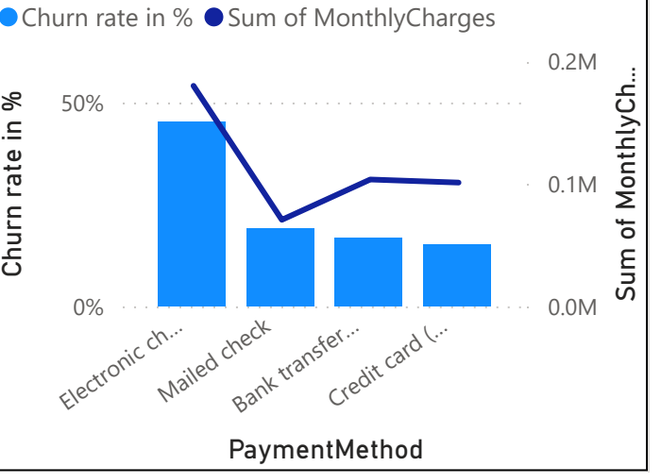
Churn by type of contract



Churn by Tenure



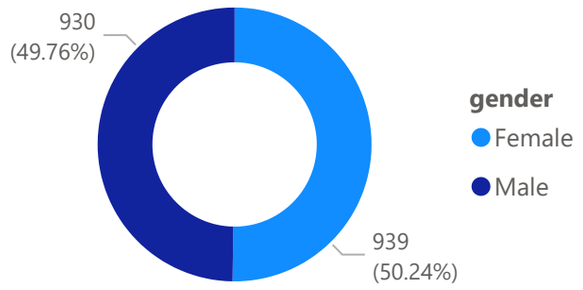
Churn by payment method



Churned Customer Analysis

1869		2.86M		139.13K
Customers at risk		Yearly Charges in $		Monthly Charges in $

Gender

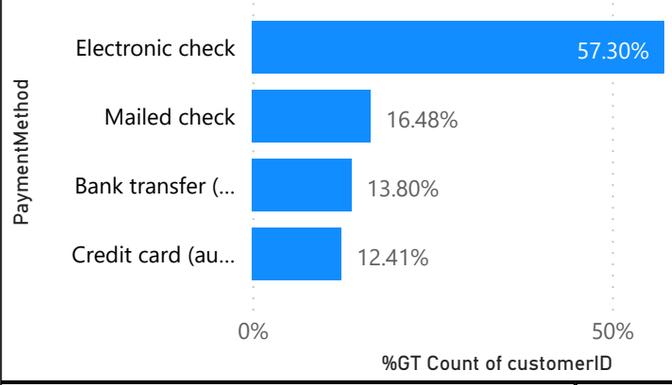


25%
Senior citizen %

17%
Dependents %

36%
Partner %

%GT Count of customerID by PaymentMethod



91%
Phone service

44%
Streaming TV

44%
Streaming Movies

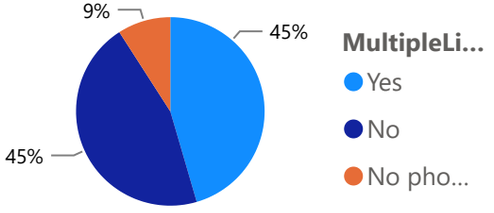
29%
Device protection

28%
Online Backup

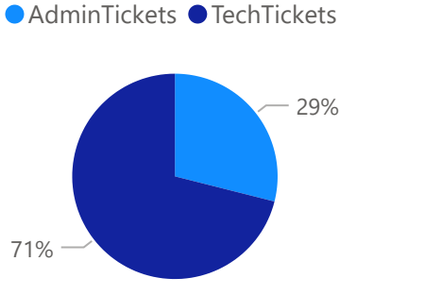
16%
Online security

17%
Tech support

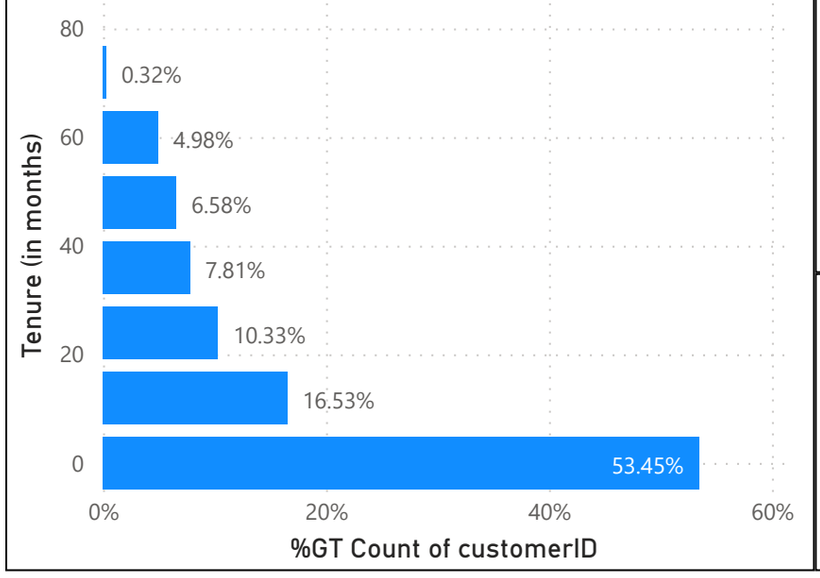
Multiple lines



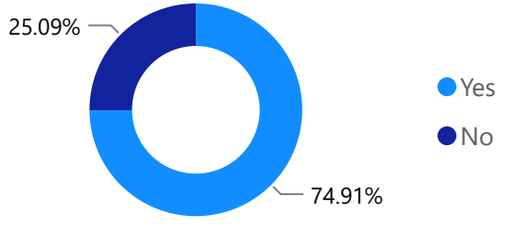
AdminTickets and TechTickets



Subscription Time(in months)



Paperless billing

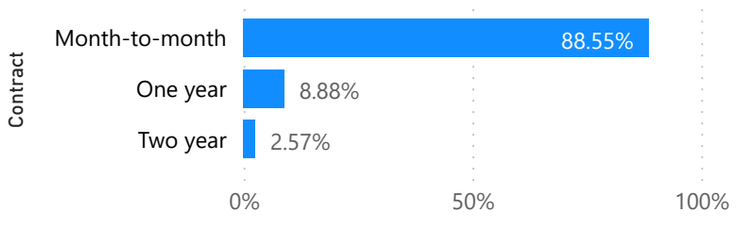


Average sales in $

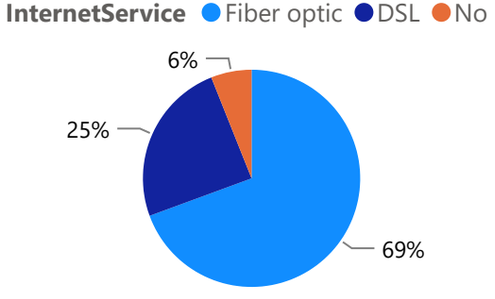
74.44
Monthly

1.53K
Total

Type of contract



Internet Service

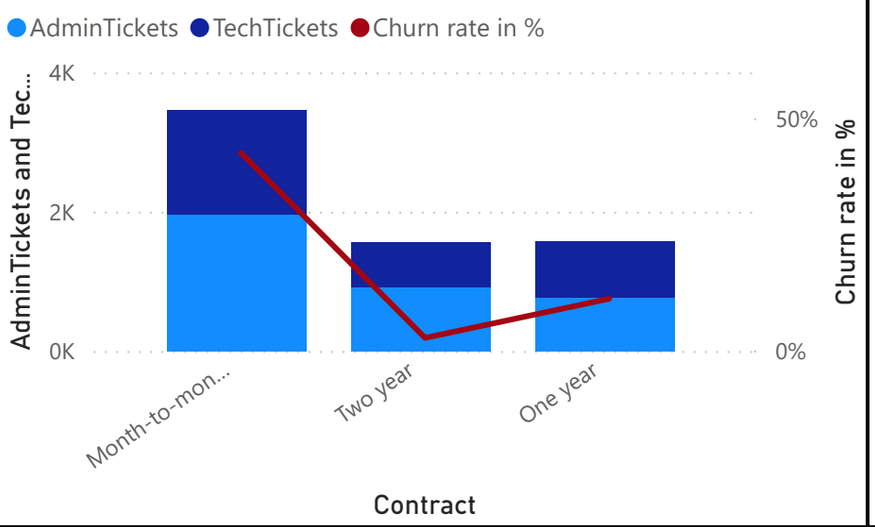


Ticket Analysis

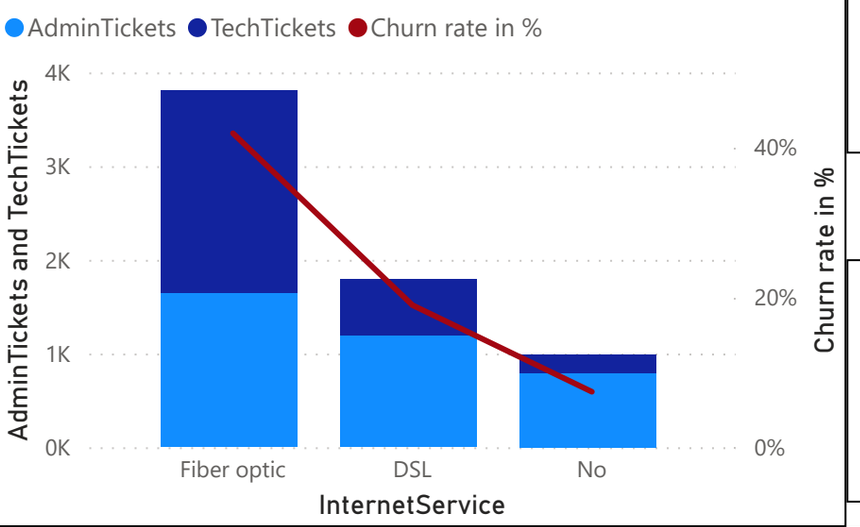
44.86%
Tech ticket %

55.14%
Admin ticket %

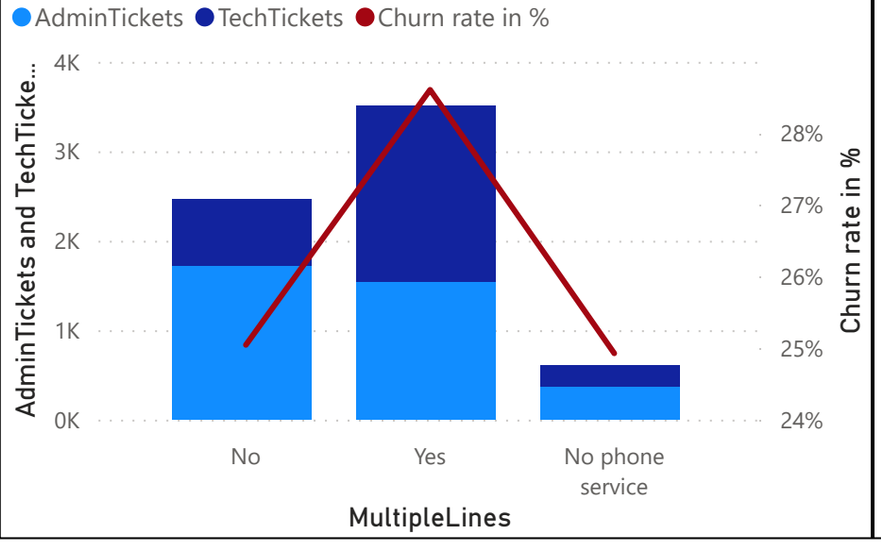
Tickets by Contract



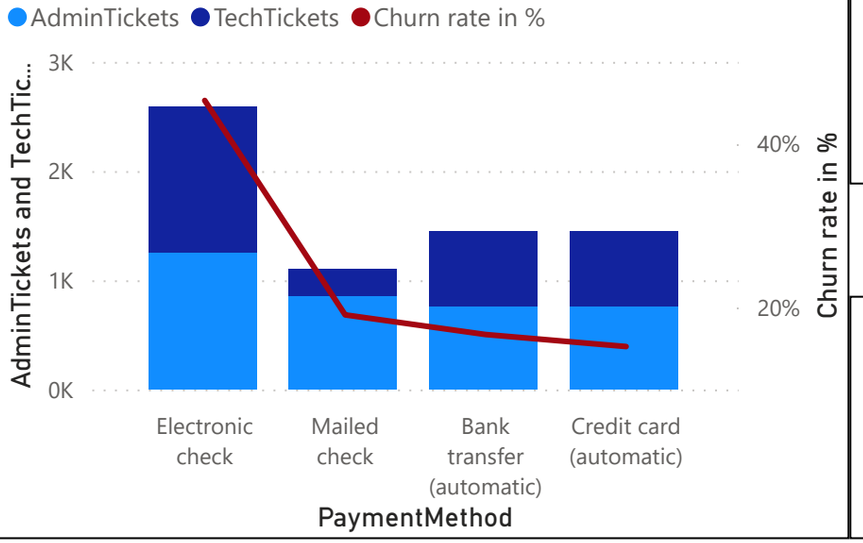
Tickets by Internet Service



Tickets by Multiple lines



Tickets by Payment



Churn
- [ ] No
- [ ] Yes

PhoneService
- [ ] No
- [ ] Yes

OnlineSecurity
- [ ] No
- [ ] No internet service
- [ ] Yes

OnlineBackup
- [ ] No
- [ ] No internet service
- [ ] Yes

Churn
- [ ] No
- [ ] Yes

TechSupport
- [ ] No
- [ ] No internet service
- [ ] Yes

StreamingTV
- [ ] No
- [ ] No internet service
- [ ] Yes

StreamingMovies
- [ ] No
- [ ] No internet service
- [ ] Yes