

# 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 Dash



- Demographics
- Customer Account Information
- Services

## Customer Risk



- internet service
- type of contract
- payment method



# Churn Dashboard



This dashboard has a filter with churn = "yes"

7043

Customers at risk

2955

# of Tech Tickets

3632

# of Admin Tickets

\$16.06M

Yearly Charges

\$456.12K

Monthly Charges

## Demographics

Male Female



25%

Senior-Citizen

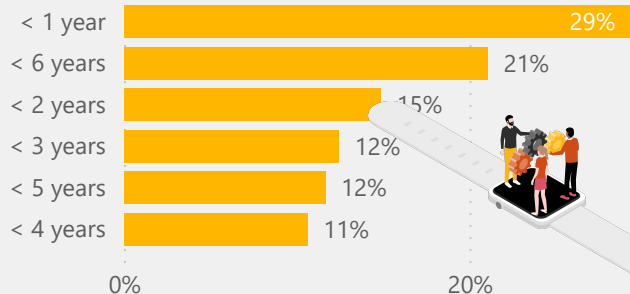
36%

Partner

17%

Dependents

## Subscription time

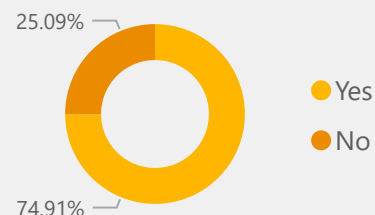


## Customer account information

### Payment method



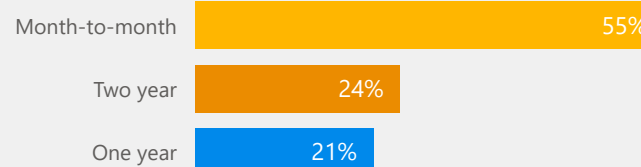
### Paperless billing



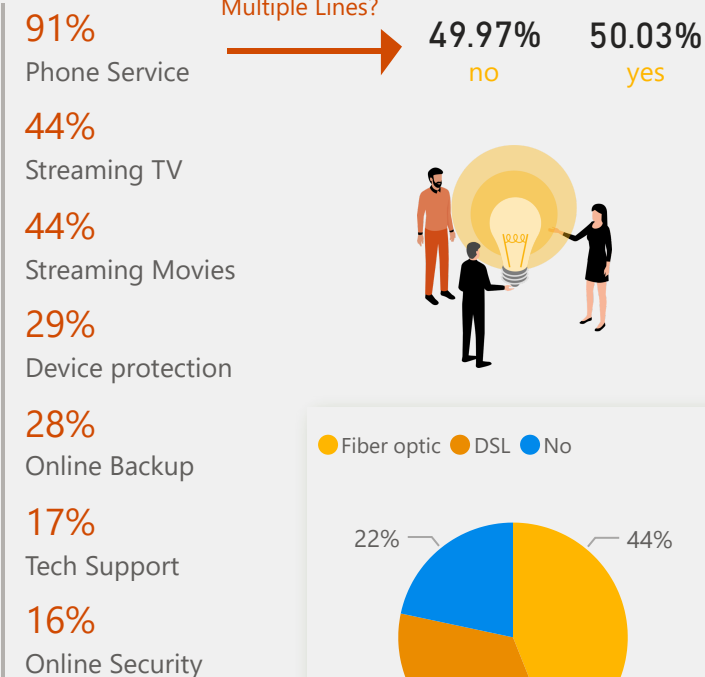
### Average charges

\$74.44  
Monthly  
\$1,531.80  
Total

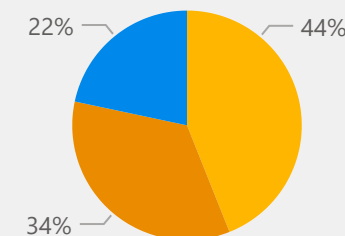
### Type of contract



## Services customers signed up for



Fiber optic DSL No



# Customer Risk Analysis

## Risk of churn

- ☐ No  
☐ Yes

## Internet service

- ☐ DSL  
☐ Fiber optic  
☐ No

## Months subscribed

0 72

## Contract type

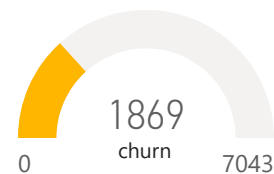
- ☐ Month-to-month  
☐ One year  
☐ Two year

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

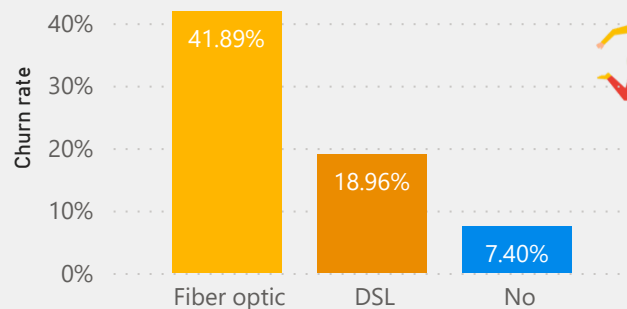
2955

Tech Tickets

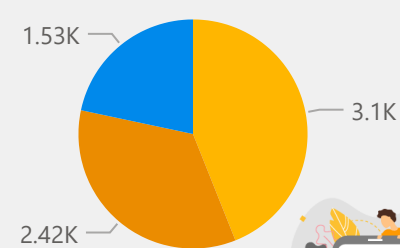
3632

Admin Tickets

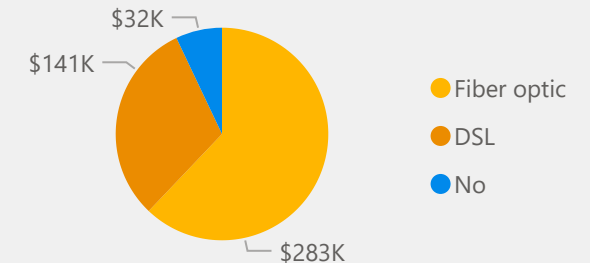
## Churn by type of internet service



## # of customers by internet service

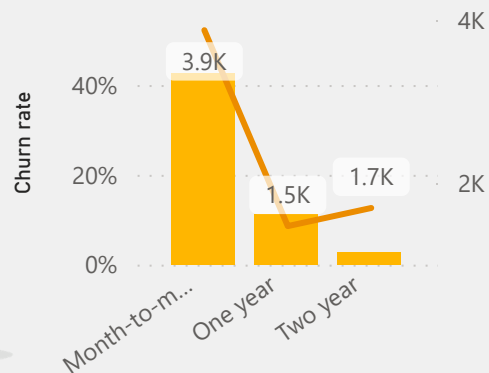


## Sum of monthly charges



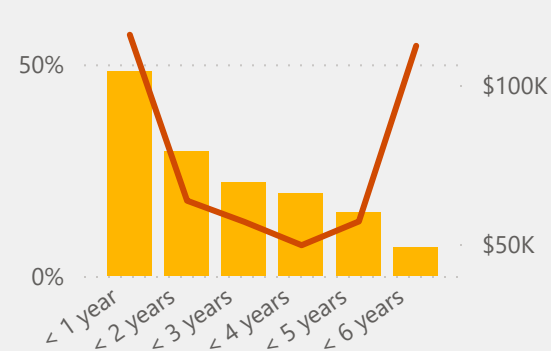
## Type of contract

Churn rate Customers



## Years of contract

churn rate % Sum of MonthlyCharges



## Churn by payment method

churn rate % Sum of MonthlyCharges

