



WELCOME TO PHONE NOW

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

Customer Risk Analysis



- Internet Service
- Type of contract
- Payment Method

Churn Dashboard



1869

Customers at Risk

2173

of Tech Tickets

885

of Admin Tickets

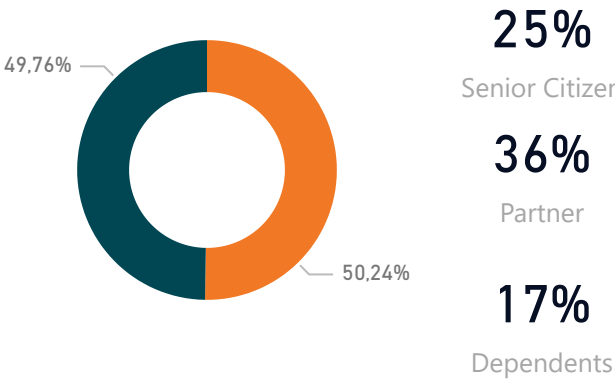
\$2,9 МЛН

Total Charges

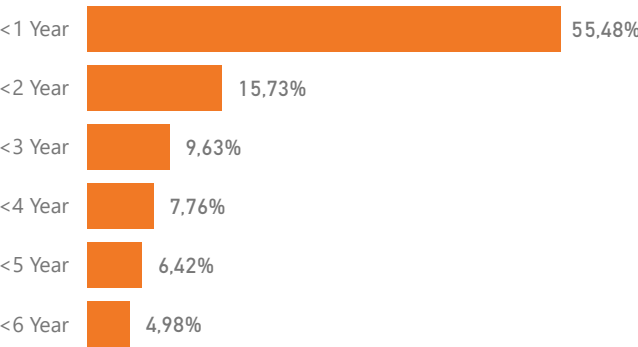
\$139 ТИС.

Monthly Charges

Demographics

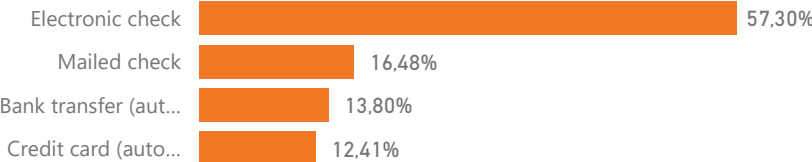


Subscription Time



Customer Account Info

Payment Method



Paperless Billing



Average Charges

\$1 531,8
Total
\$74,44
Monthly

Types of Contract



Services Customers Signed up for

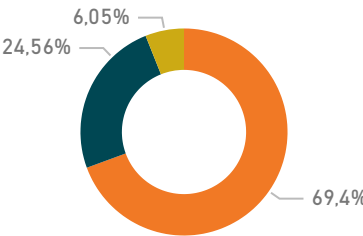
Average Charges

91%
Phone Service
44%
Streaming TV
44%
Streaming Movies
29%
Device Protection
28%
Online Backup
17%
Tech Support
16%
Online Security



Multiple Lines

50,03%
Yes
49,97%
No



Customer Risk Analysis



Risk of Churn



- ☐ No
☐ Yes

Internet Services



- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed



0 72



Contract Type



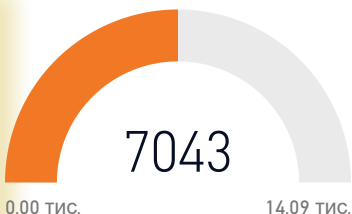
- ☐ Month-to-month
☐ One year
☐ Two year

7043

Total Customer

27%

Churn Rate



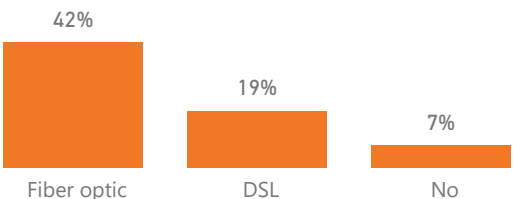
\$16,1 МЛН

Yearly Charges

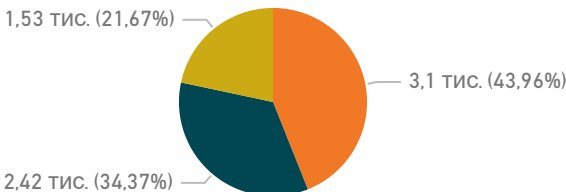
Average Charges

3632
Admin Tickets
2955
Tech Tickets

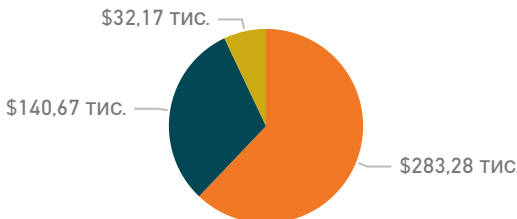
Churn by Type of Internet Services



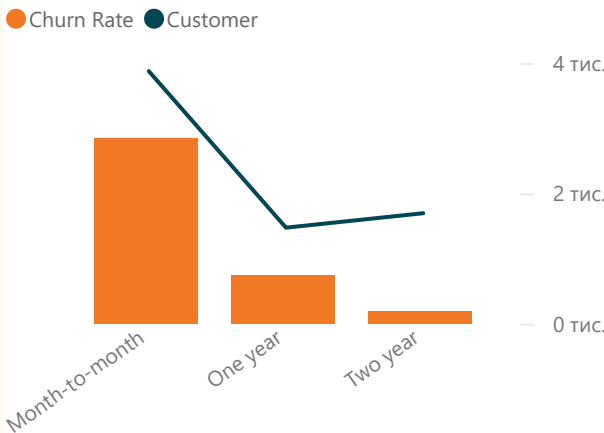
of customers by Internet services



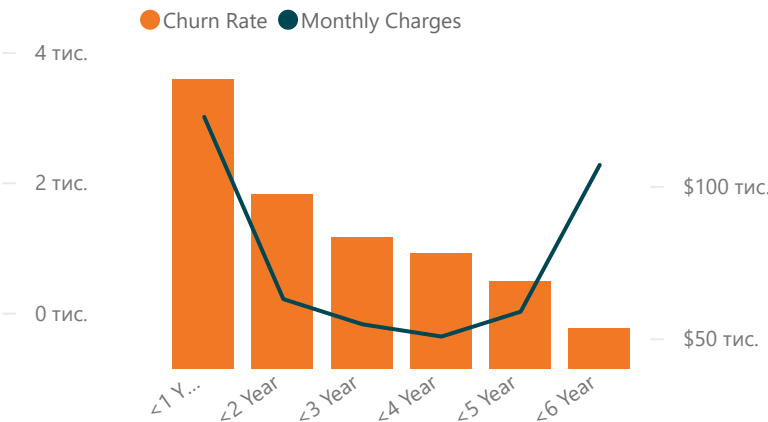
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

