

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 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

\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Customer Demographics

Female Male

49.8%

50.2%

25%

Senior-Citizen

36%

Partner

17%

Dependents

Subscription time

< 1 year

53%

< 2 years

17%

< 3 years

10%

< 4 years

8%

< 5 years

7%

< 6 years

5%

Customer account information

Payment method

Electronic check

57%

Mailed check

16%

Bank transfer (...)

14%

Credit card (au...)

12%

Paperless billing

25.09%

74.91%

Yes No

Average charges

\$74.44

Monthly

\$1,531.80

Total

Type of contract

Month-to-month

89%

One year

Two year

Services customers signed up for

91%

Phone Service

Multiple Lines?

49.97%

no

50.03%

yes

44%

Streaming TV

44%

Streaming Movies

29%

Device protection

28%

Online Backup

17%

Tech Support

16%

Online Security

Fiber optic DSL No

25%

6%

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

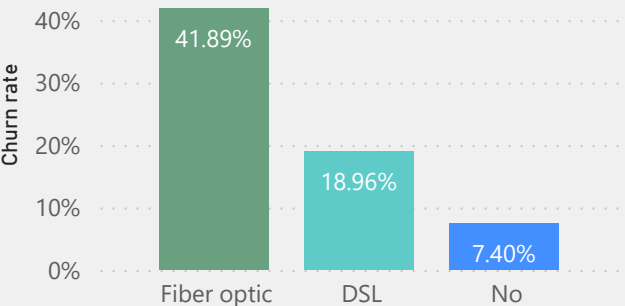
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1869

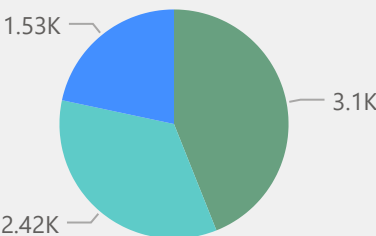
7043

churn

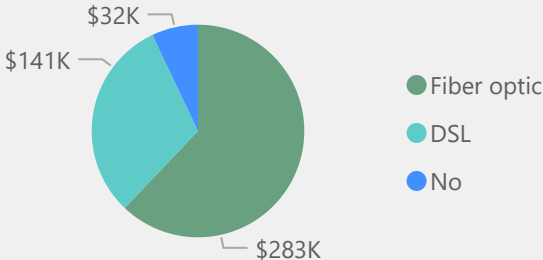
Churn by type of internet service



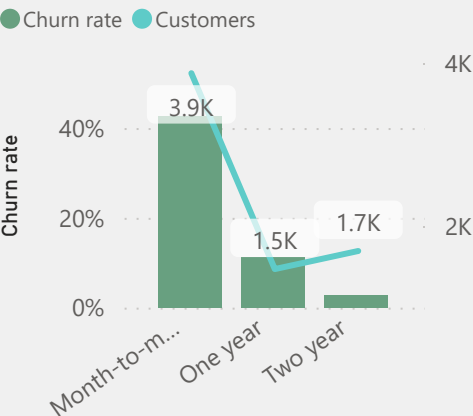
Number of customers by internet service



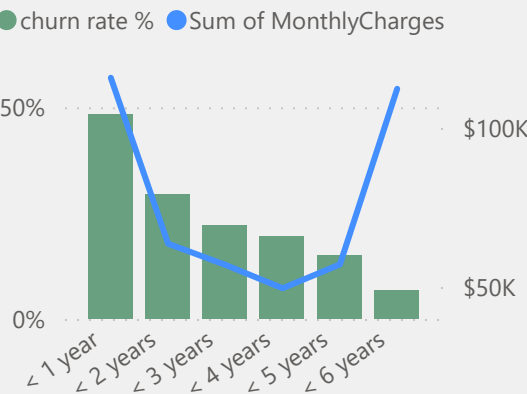
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

