Welcome to PhoneNow

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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

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| Customer at Risk	No of Tech Tickets	No of Admin Tickets	Yearly Charges	Monthly Charges
7043	2955	3632	$16M	$456K

Services Customers Signed up for

Gender by gender

gender
- Male
- Female

F... 3...
... 3...

% Senior Citizen

25%

Partner

36%

% Senior Citizen

17%

Subscription Time

<2 Year	3.2K
<6 Year	1.4K
<3Year	0.8K
<5 Year	0.8K
<4 Year	0.8K

Customer Account Information

Payment Method

Electronic ...	33.58%
Mailed che...	22.89%
Bank transf...	21.92%
Credit card...	21.61%
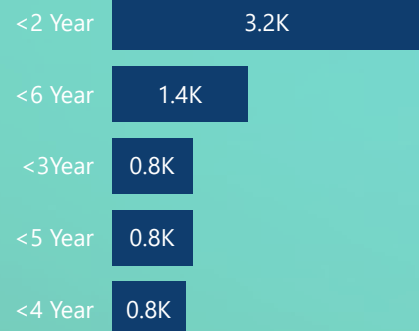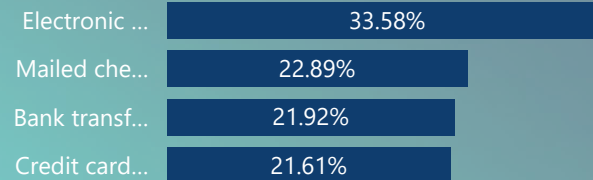
Paperless Billing

No 40.78%
Yes 59.22%
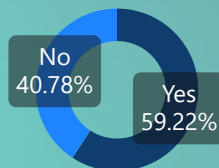
$65 Monthly Charges

$2,283 Total Charges

Contract

Month-to-...	55.02%
Two year	24.07%
One year	20.91%

Services Customers Signed up for

29% % Device Pr...	28% % Online Ba...	90.9% % Phone Service
16% % Online Sec	44% % Streaming...	44% % Streaming TV
17% % Tech support	50% % YES-Multiple lines	50% % NO-Multiple lines
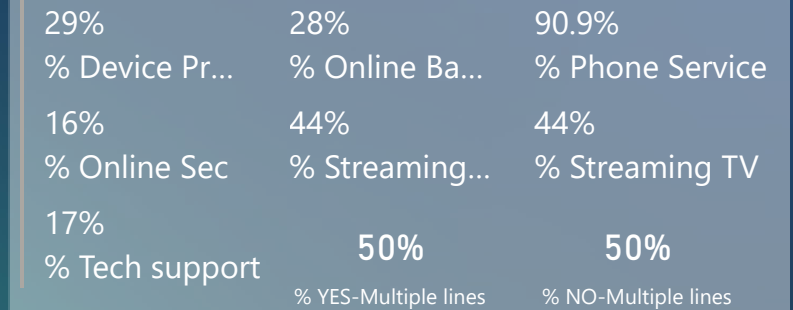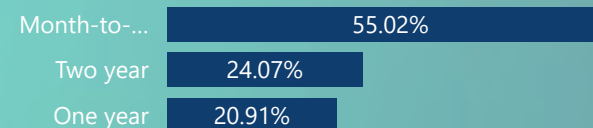
Count of InternetService by InternetService

43.96%
34.37%
21.67%
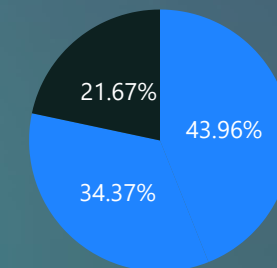
InternetServi...
- Fiber optic
- DSL
- No

Customer Risk Analysis

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Risk of Churn

| No | Yes |

Internet Services

- [ ] DSL
- [ ] Fiber optic
- [ ] No

Months Subscribed

| 0 | 72 |

Contract Type

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

Total Customer
7043

Churn Rate
27%

Churn Count
0 — 1869 — 7043

Yearly Charge
$16M

3632 AdminTickets
2955 TechTickets

Churn By Type of Internet Services

% Churn Rate

- Fiber optic: 42%
- DSL: 19%
- No: 7%
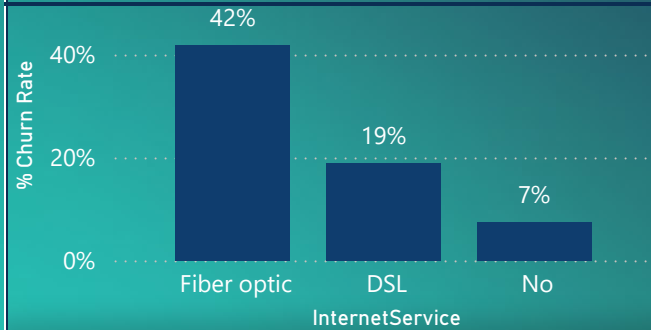
InternetService

#of customers by Internet services

InternetServ...
- ● Fiber op...
- ● DSL
- ● No

Sum of Monthly Charges

InternetServ...
- ● Fiber op...
- ● DSL
- ● No
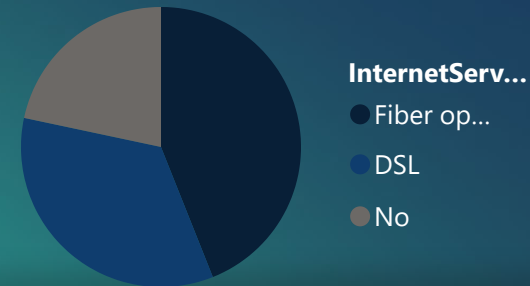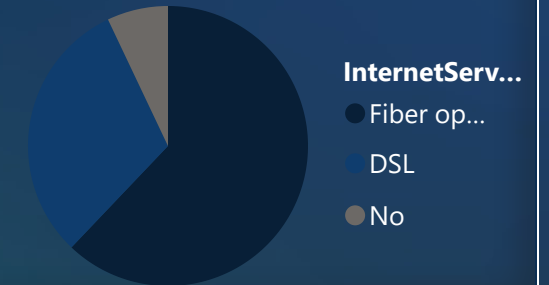
Type of Contract

● % Churn Rate ● Count of customerID

% Churn Ra... / Count of cu...

- Mo...
- On...
- Two...

Contract

Years of Contract

● % Churn Rate ● Sum of MonthlyCharges

% Churn Ra... / Sum of Mo...

- <2 ...
- <3Y...
- <4 ...
- <5 ...
- <6 ...

Tenure (in Years)

Churn by Payment Method

● % Churn Rate ● Sum of MonthlyCharges

% Churn Rate / Sum of Mon...

- Elec...
- Mail...
- Ban...
- Cre...

PaymentMethod