Welcome to PhoneNow

Key Performance Indicators

- Increase tech support capacity for Fiber Optic customers and lower tickets per customer to 0.5
- Increase sale of 1 and 2 year contract by 5% each
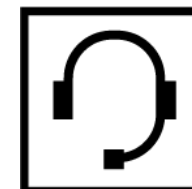- Yearly increase of automatic payment by 5%

Churn Dashboard

- Customer demographics
- Customer Account Information
- Services

Customer Risk Analysis

- Internet Service
- Type of Contact
- Payment method

Churn Dashboard

pwc

7043	2955	3632	$16.06M	$456.12K
Customers	# of Tech Tickets	# of Admin Tickets	Yearly Charges	Monthly Charges

Demographics

- ● Male ● Female

49.5% / 50.5%
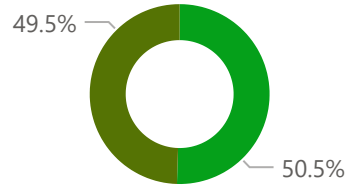
25%
Senior Citizen

36%
Partner in %

17%
Dependents in %

Contract Time

<1 year	30%
<6 year	17%
<2 year	15%
<3 year	12%
<5 year	12%
<4 year	11%
<7 year	3%

0% 10% 20% 30%
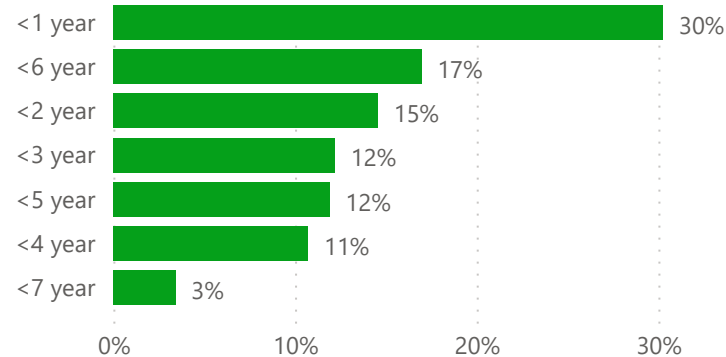
Customer account information

Payment method

Electronic check	34%
Mailed check	23%
Bank transfer (...	22%
Credit card (au...	22%
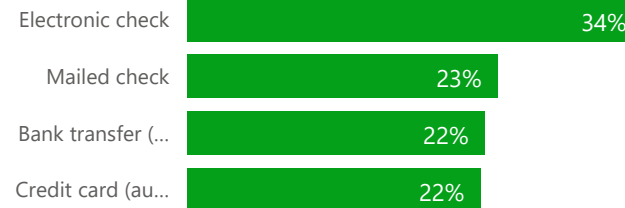
Paperless billing

25.09% / 74.91%

● Yes
● No
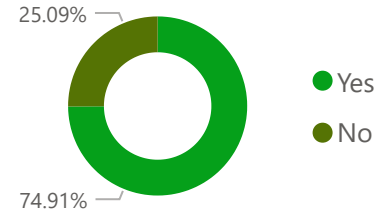
Average charges

$74.44
Monthly

$1,531.80
Total

Type of contract

Month-to-month	55%
Two year	24%
One year	21%
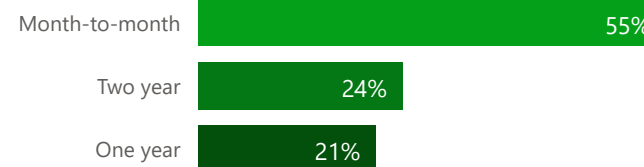
Services customers signed up for

91%
Phone Service

44%
Streaming TV

44%
Streaming Movies

29%
Device protection

28%
Online Backup

17%
Tech Support

16%
Online Security

Multiple Line?

49.97% NO   **50.03%** YES

● Fiber optic ● DSL ● No

22%   44%

34%
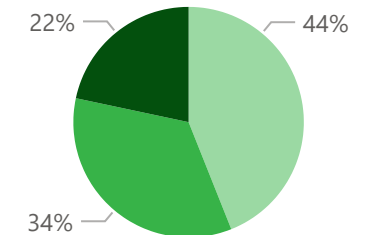
Customer Risk Analysis

Risk of churn

☐ No
☐ Yes
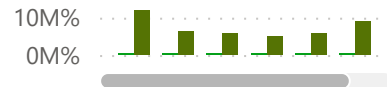
Internet service

☐ DSL
☐ Fiber optic
☐ No

churn rate % and Sum of MonthlyCharges by Loyalty

● churn rate %   ● Sum of Monthl...

10M%
0M%
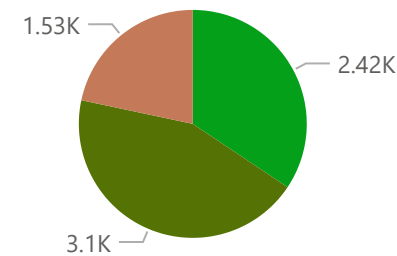
Contract type

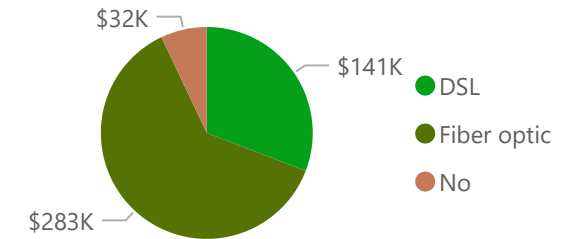☐ Month-to-month
☐ One year
☐ Two year

7043
Total customers

27%
churn rate %

1869
0   7043

$16.06M
Yearly Charges

2955
Tech Tickets

3632
Admin Tickets

Churn by type of internet service

40%	
30%	
20%	19%
10%	42%
0%	7%
	DSL Fiber optic No
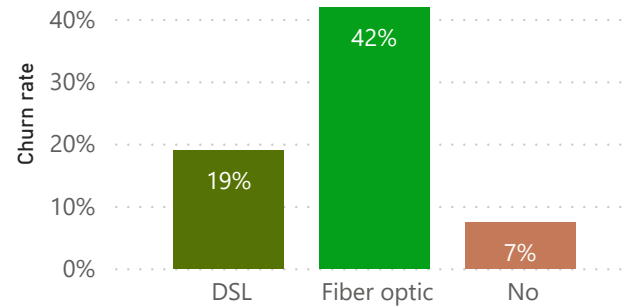
Churn rate

of customers by internet service

1.53K
2.42K
3.1K

Sum of monthly charges

$32K
$141K
$283K

● DSL
● Fiber optic
● No

Type of contract

● Churn rate   ● Customers

4K
3.9K
40%
2K
20%
1.5K
1.7K
0%

Month-to-m...   One year   Two year
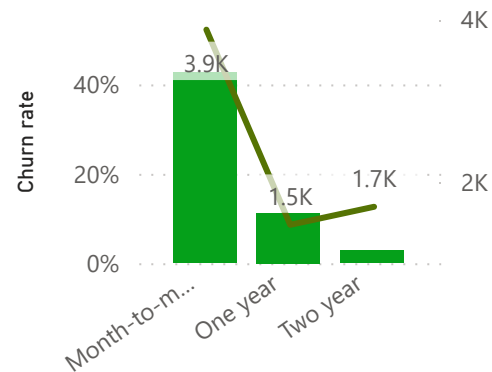
Churn rate

Years of contract

● churn rate %   ● Sum of MonthlyCharges

50%
$100K
0%
$0K

<1 year <2 year <3 year <4 year <5 year <6 year <7 year
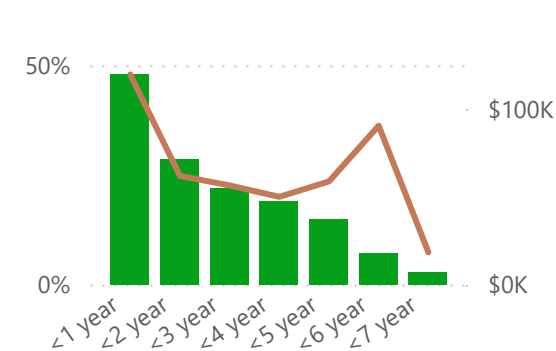
Churn by payment method

● churn rate %   ● Sum of MonthlyCharges

$200K
50%
$100K
0%

Bank transfer (autom...   Credit card (autom...   Electro... check   Mailed check