

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

Churn

Yes



1869

Count of OnlineSecurity

885

Sum of numAdminTic...

2.86M

Sum of TotalCharges

476

Sum of SeniorCitizen

2173

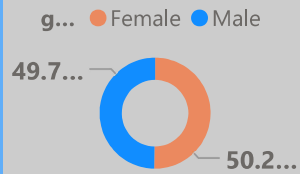
Sum of numTechTickets

1869

Count of StreamingTV

DEMOGRPAHICS

Gender



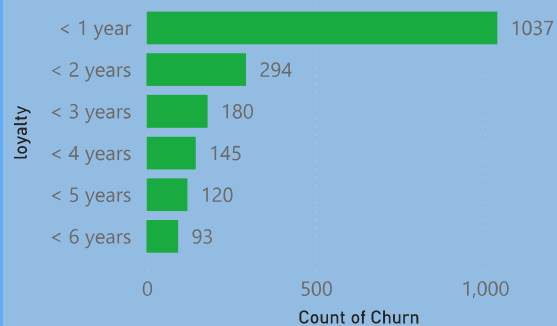
% of Senior Citizen

25.00%

% of Partner

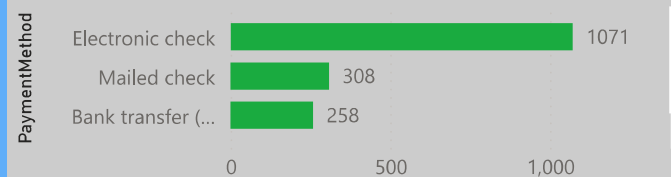
36.00%

Count of Churn by loyalty

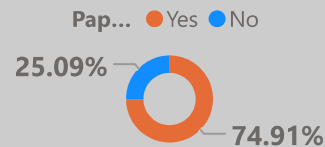


ACCOUNT INFORMATION

Churn by PaymentMethod



PaperlessBilling



CHARGES

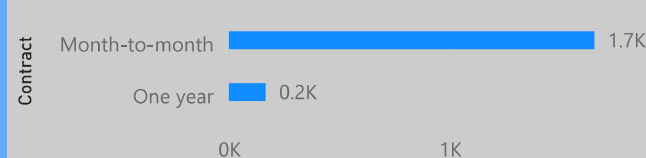
Monthly Charges

\$74

Annual Charges

\$1532

Count of Churn by Contract



SERVICES SIGNED UP

29.00%

% of device protection

28.00%

% of online backup

16.00%

% of online security

91.00%

% of phone service

44.00%

% of streaming movies

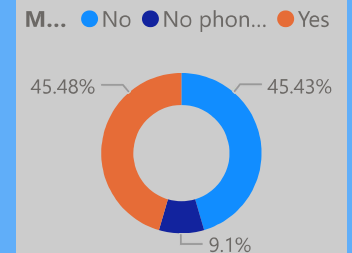
25.00%

% of senior citizen

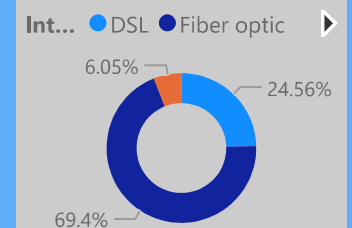
17.00%

% of technical support

Count of MultipleLines



Count of Internet Service





CUSTOMER RISK ANALYSIS



CHURN

- ☐ Select all
- ☐ No
- ☐ Yes

INTERNET SERVICE

- ☒ Select all
- ☐ DSL
- ☐ Fiber optic
- ☐ No

CONTRACT

- ☒ Select all
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

TENURE

0 72



NO OF CUSTOMERS

7043

Total Charges

16.06M

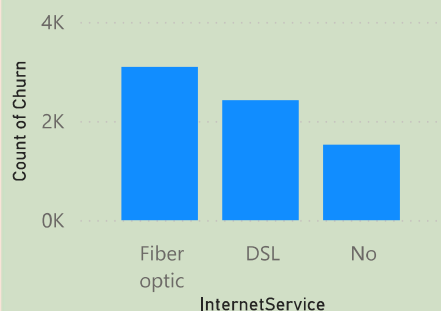
CHURN RATE

26.54%

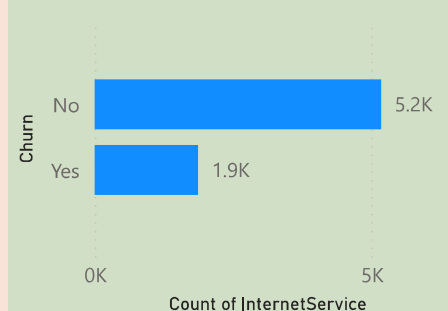
CHURN



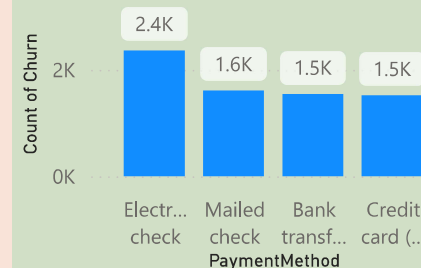
Count of Churn by type of service



Count of InternetService by Churn



Count of Churn and churn rate % by PaymentMethod



Count of Churn and Sum of MonthlyCharges by loyalty and Contract

