

Welcome to PhoneNow



Click on the items below to drill into the analytics

Key Performance Indicators

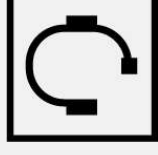
- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of Contract
- Payment Method





Churn Dashboard



This dashboard has a filter with churn = "yes"

1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets

\$2.86M

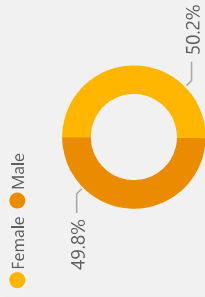
Yearly Charges

\$139.13K

Monthly Charges

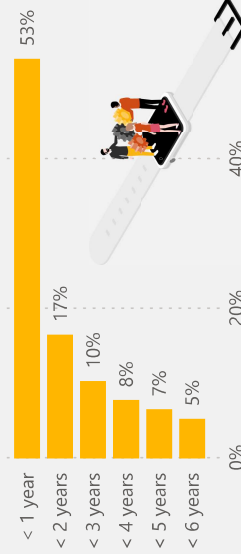


Demographics



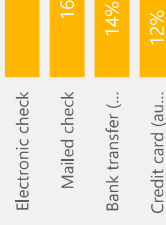
25% Senior-Citizen
36% Partner
17% Dependents

Subscription time



Customer Account Information

Payment method



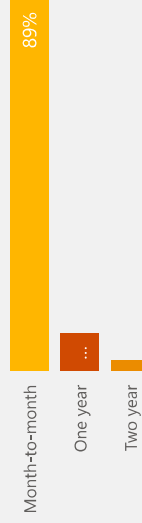
Paperless billing



Average charges

\$74.44 Monthly
\$1,531.80 Total

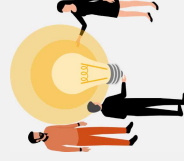
Type of contract



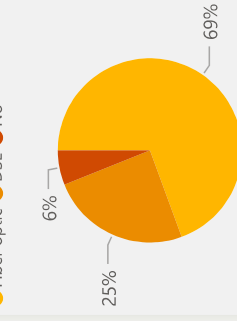
Services Customers Signed Up for

Multiple Lines?

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

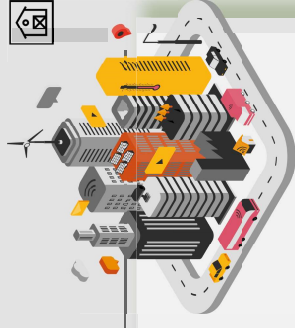


Fiber optic





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

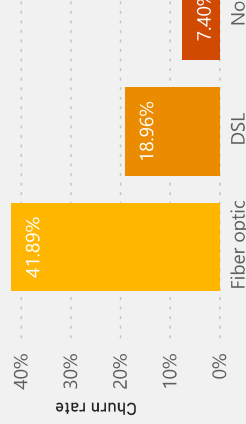


2955 Tech Tickets

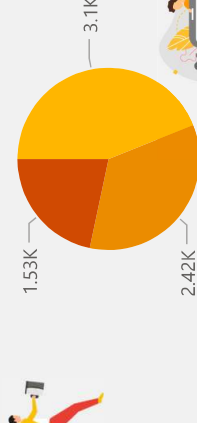
3632 Admin Tickets



Churn by Type of Internet Service

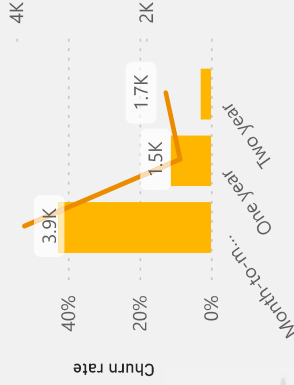


of Customers by Internet Service



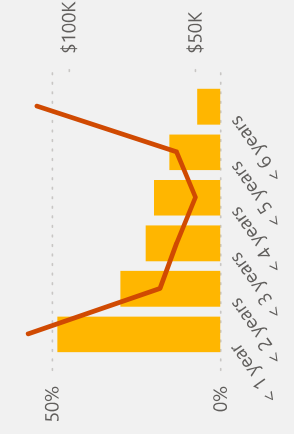
Type of Contract

Churn rate



Years of Contract

Churn rate %



Churn by Payment Method

churn rate %

