

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



7043

Customers at risk

2955

of Tech Tickets

3632

of Admin Tickets

\$16.06M

Yearly Charges

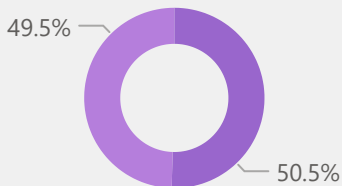
\$456.12K

Monthly Charges



Demographics

Male Female



25%

Senior-Citizen

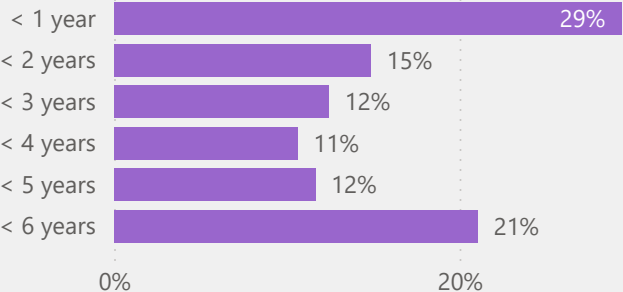
36%

Partner

17%

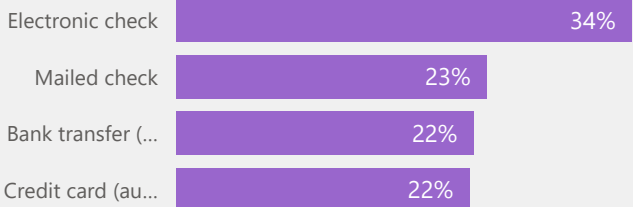
Dependents

Subscription time

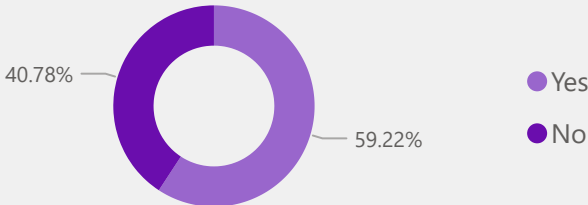


Customer account information

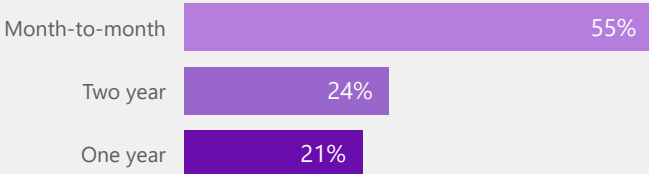
Payment method



Paperless billing



Type of contract



Services customers signed up for

44%

Streaming TV

44%

Streaming Mo...

28%

Online Backup

17%

Tech Support

16%

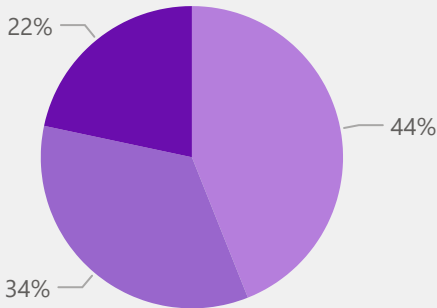
Online Security

91%

Phone Service

Internet Service

Fiber optic DSL No



Customer Risk Analysis



Risk of churn

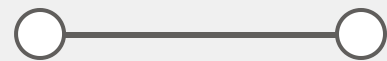
- ☐ No
☐ Yes

Internet service

- ☐ DSL
☐ Fiber optic
☐ No

Months subscribed

0 72



Contract type

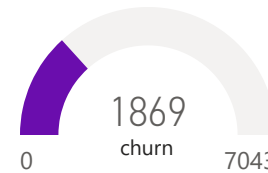
- ☐ Month-to-month
☐ One year
☐ Two year

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

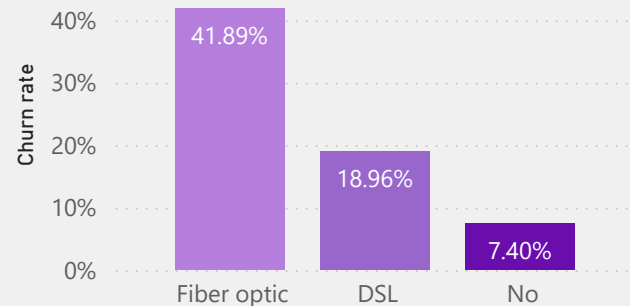
2955

Tech Tickets

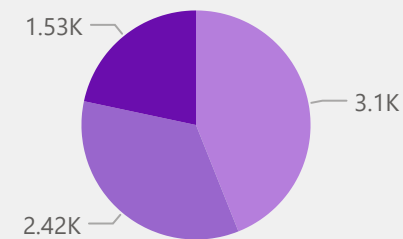
3632

Admin Tickets

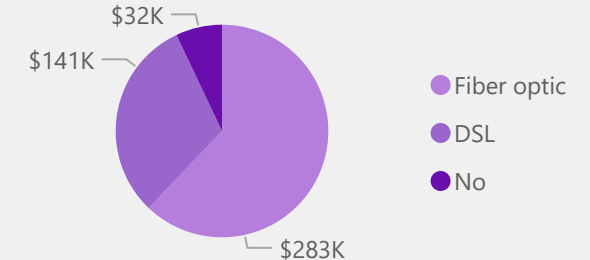
Churn by type of internet service



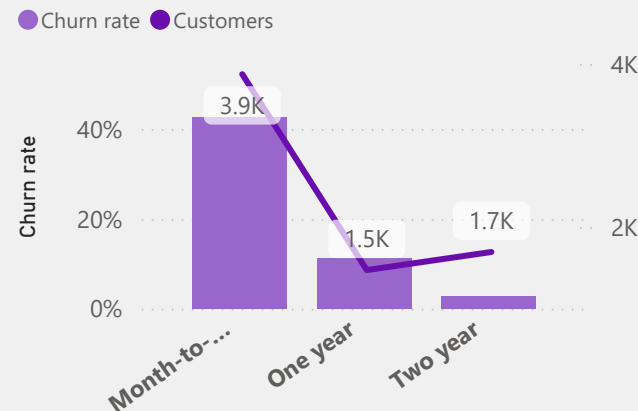
of customers by internet service



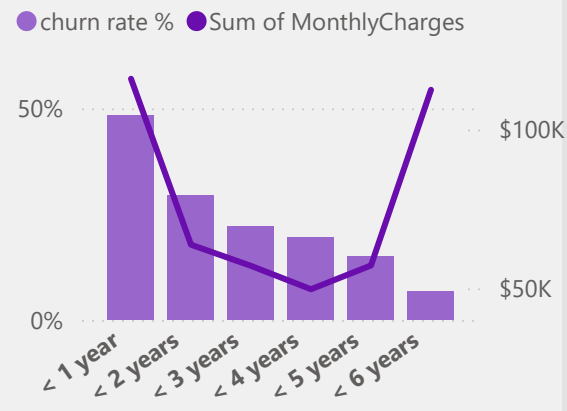
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

