

# 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



1869

Customers at risk

2173

# of Tech Tickets

885

# of Admin Tickets

\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Demographics

Female

Male

49.8%

50.2%

25%

Senior-Citizen

36%

Partner

17%

Dependents

Subscription time

< 1 year

53%

< 2 years

17%

< 3 years

10%

< 4 years

8%

< 5 years

7%

< 6 years

5%

Customer account information

Payment method

Electronic check

57%

Mailed check

16%

Bank transfer (...)

14%

Credit card (au...)

12%

Paperless billing

25.09%

74.91%

Yes

No

Type of contract

Month-to-month

89%

One year

...

Two year

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

6%

25%

69%





# Customer Risk Analysis



## Risk of churn

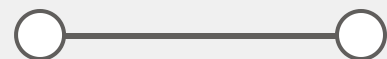
- ☐ No  
☐ Yes

## Internet service

- ☐ DSL  
☐ Fiber optic  
☐ No

## Months subscribed

0 72



## Contract type

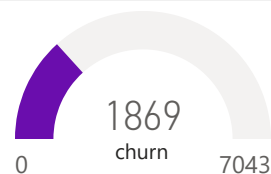
- ☐ Month-to-month  
☐ One year  
☐ Two year

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

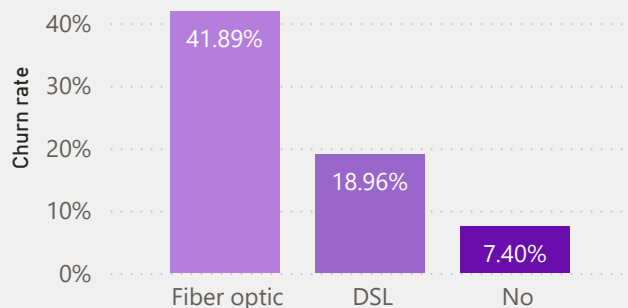
2955

Tech Tickets

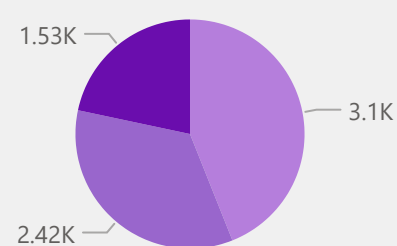
3632

Admin Tickets

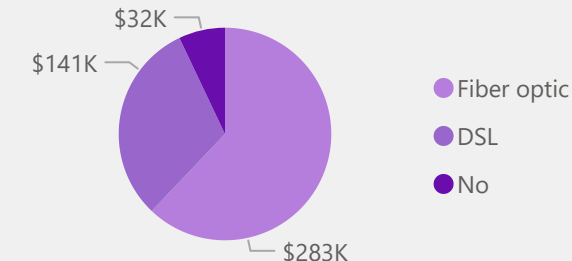
## Churn by type of internet service



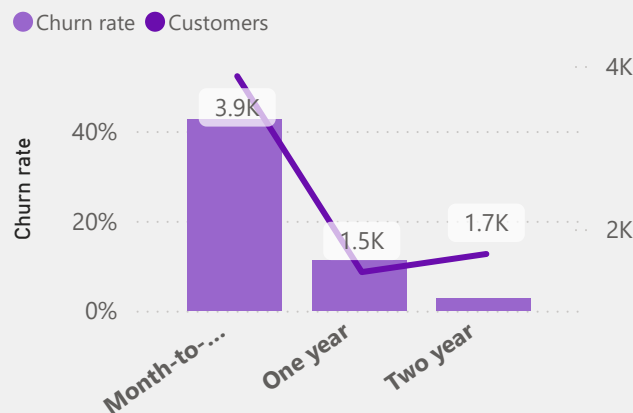
## # of customers by internet service



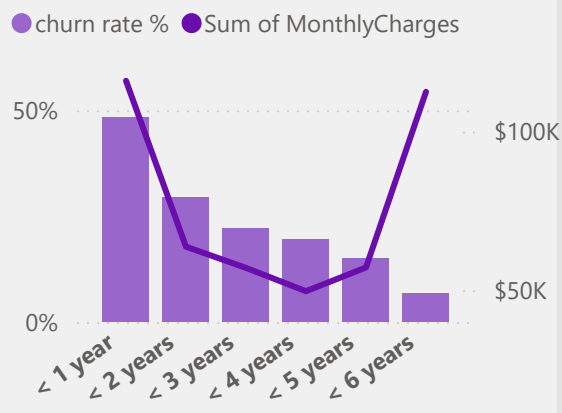
## Sum of monthly charges



## Type of contract



## Years of contract



## Churn by payment method

