



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



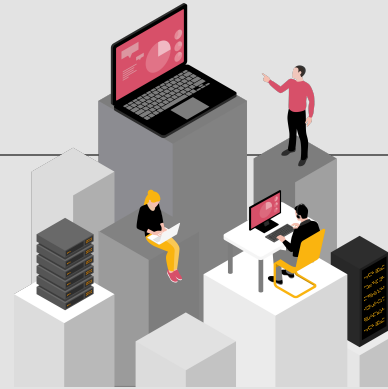
- internet service
- type of contract
- payment method



Churn Dashboard



This dashboard has a filter with churn = "yes"



7043

Customers at risk

2955

of Tech Tickets

3632

of Admin Tickets

\$16.06M

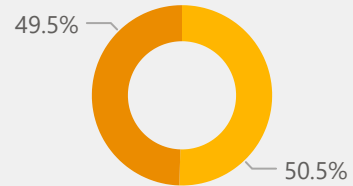
Yearly Charges

\$456.12K

Monthly Charges

Demographics

Male Female



25%

Senior-Citizen

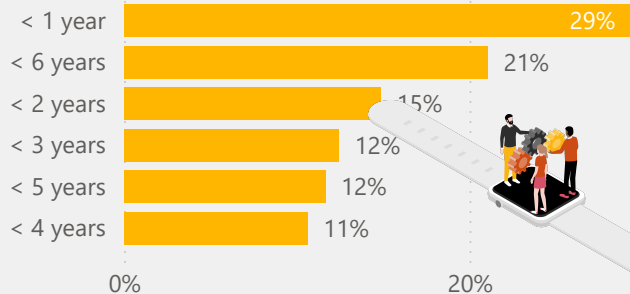
36%

Partner

17%

Dependents

Subscription time

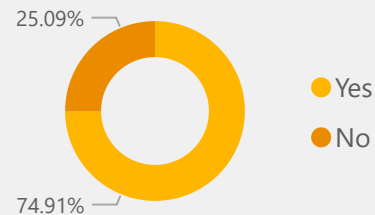


Customer account information

Payment method



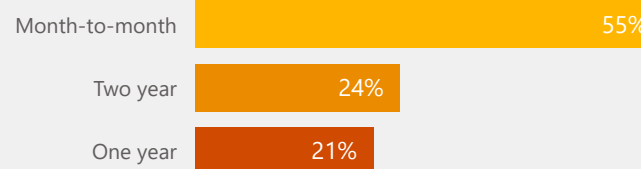
Paperless billing



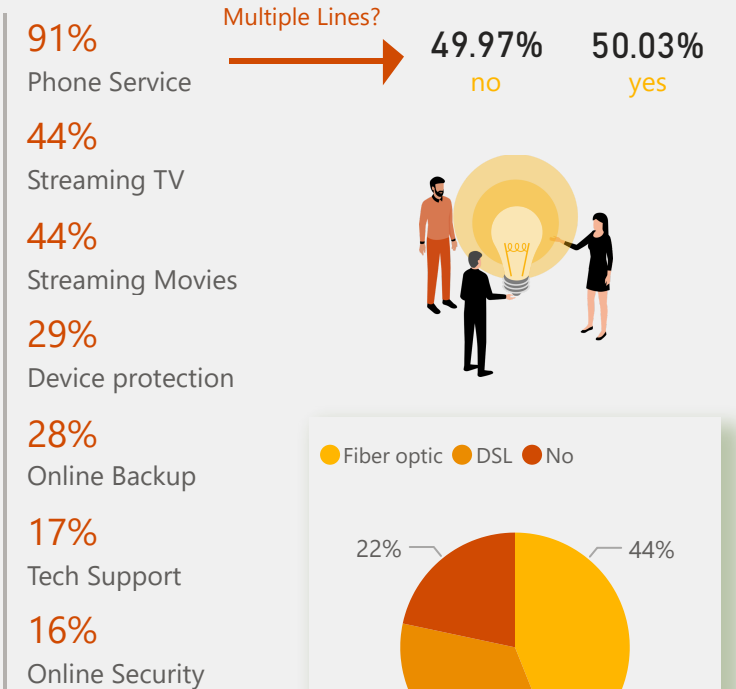
Average charges

\$74.44
Monthly
\$1,531.80
Total

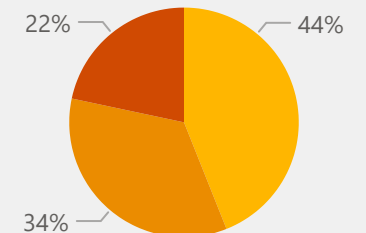
Type of contract



Services customers signed up for



Fiber optic DSL No





Customer Risk Analysis`



Risk of churn

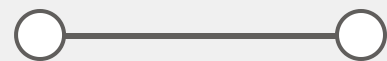
- ☐ No
- ☐ Yes

Internet service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months subscribed

0 72



Contract type

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

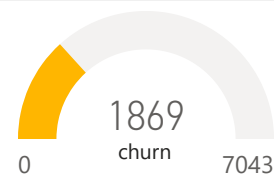


7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

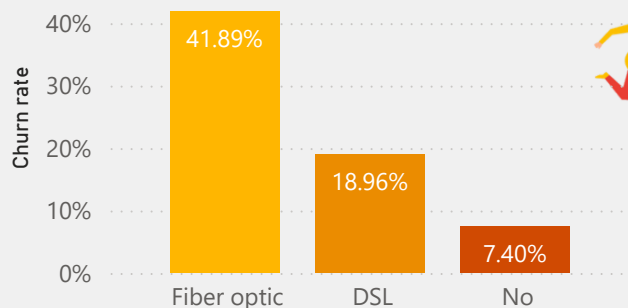
2955

Tech Tickets

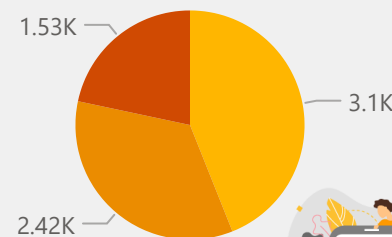
3632

Admin Tickets

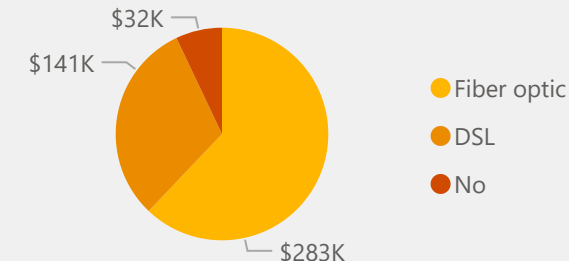
Churn by type of internet service



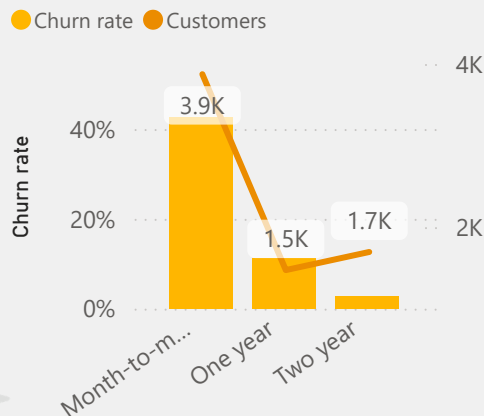
of customers by internet service



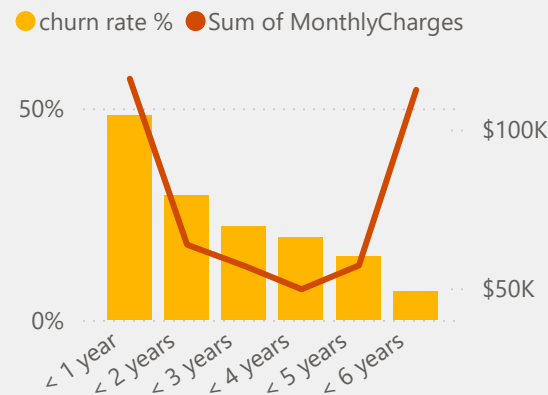
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

