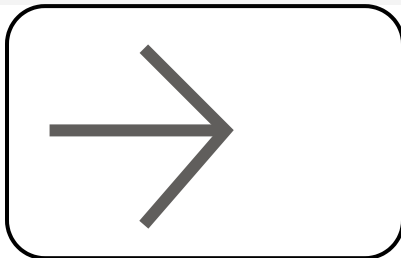




PhoneNow Analysis



Key Performance Indicators

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



Churn Dashboard

- . Demographics
- . Customer Account Information
- . Services

Customer Risk Analysis

- . Internet Services
- . Type of Contracts
- . Payment Methods



Churn Dashboard

1869

Customers at Risk

2173

Nos. Tech Tickets

885

Nos. of Admin Tickets

\$2.86M

Yearly Charges

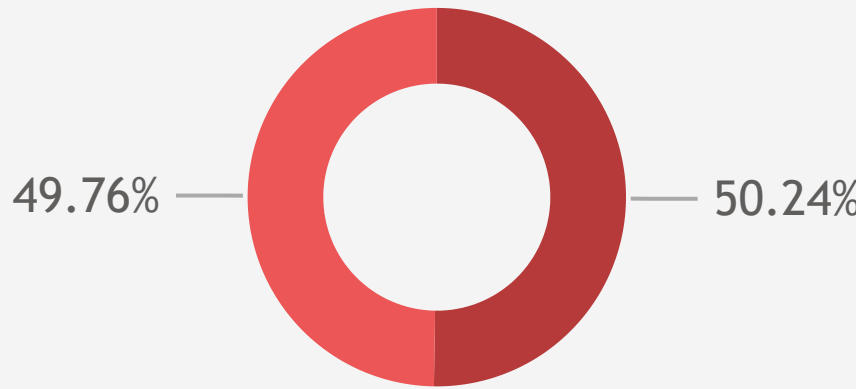
\$139.13K

Monthly Charges



Demographics

Female Male



25%

senior Citizen

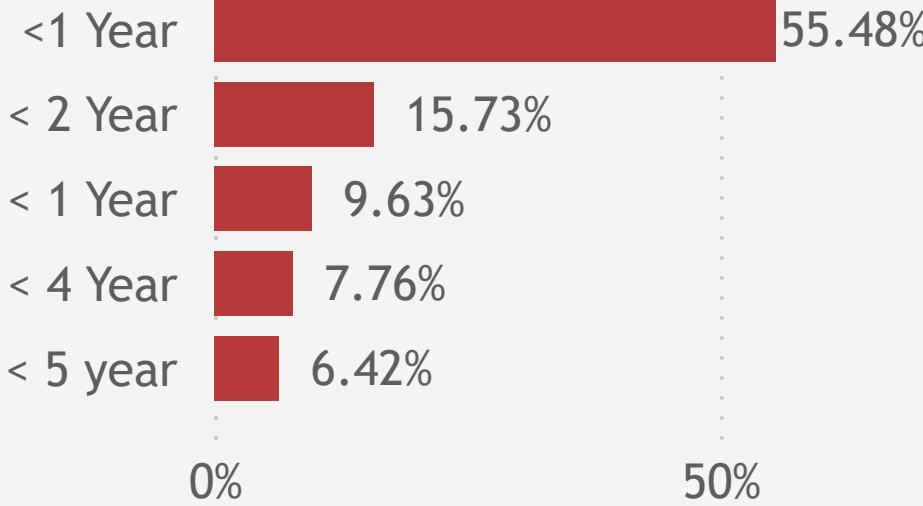
36%

Partner

17%

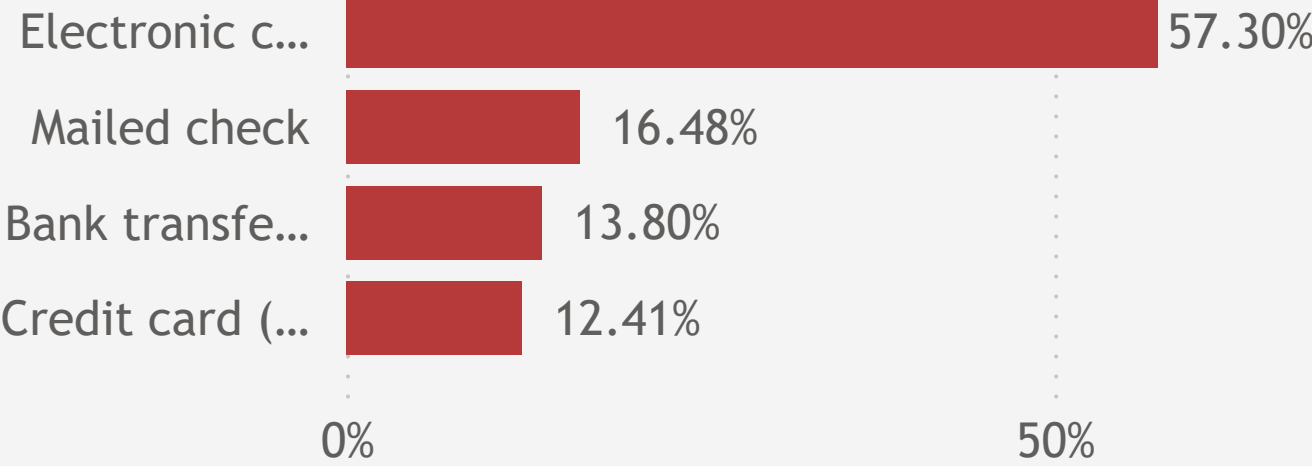
Dependent

Subscription Time

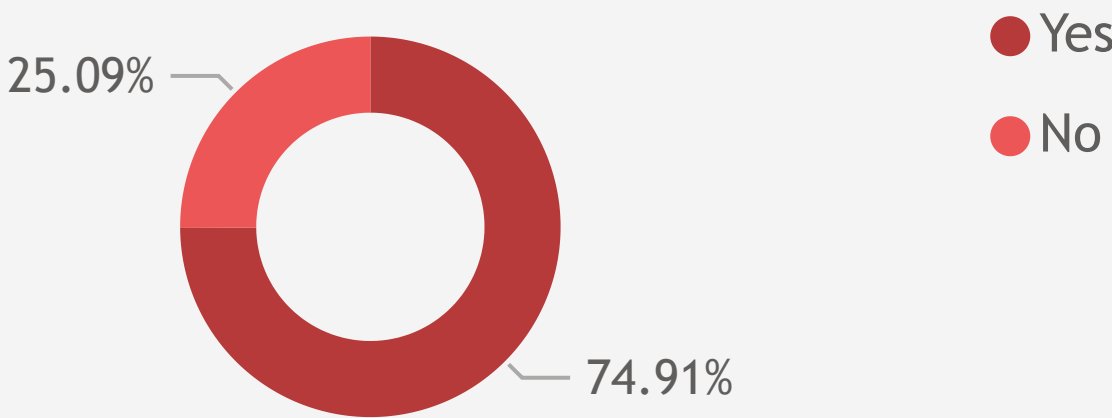


Customer Account Information

Payment Method



Paperless Billing



Customer Services

16% Online Security

28% Online Backup

91% Phone Services

44% Streaming TV

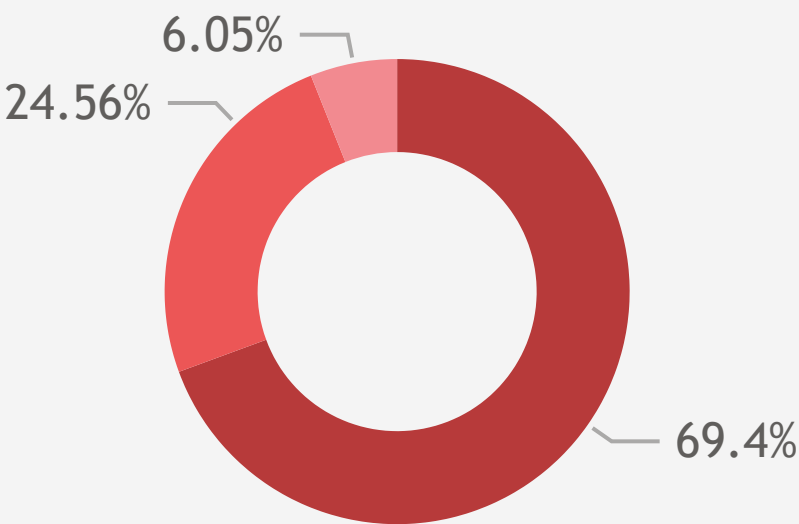
44% Streaming Movies

17% Tech Support

Multiple Lines

50.03% 49.97%
Yes No

Fiber optic DSL No

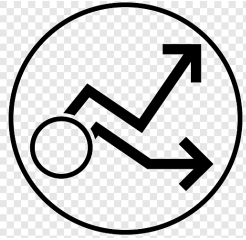




Churn

☐ No

☐ Yes



Contract Type

☐ Month-to-month

☐ One year

☐ Two year



Months Subscribed

0

72

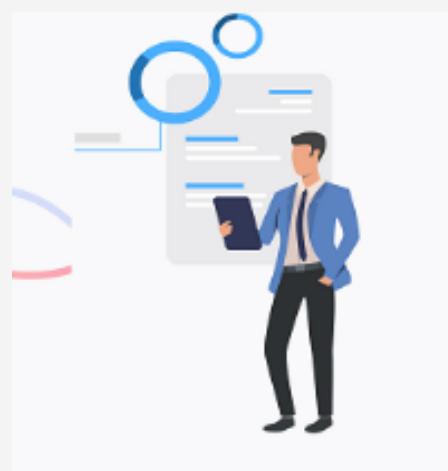


Internet Services

☐ DSL

☐ Fiber optic

☐ No



7043

Total Customer

26.54%

Chrun Rate %

\$16.06M

Yearly Charges

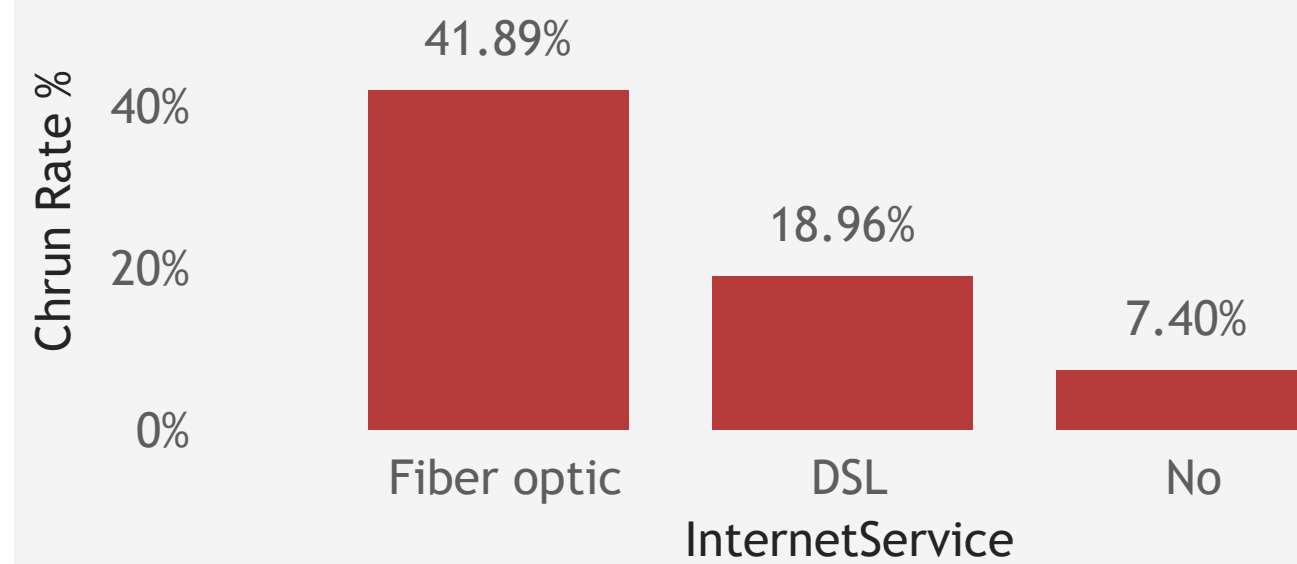
3632

Admin Tickets

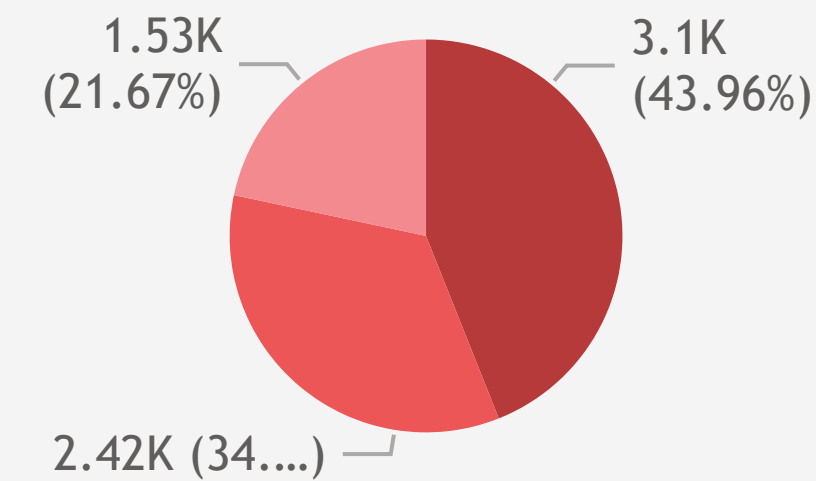
2955

Tech Tickets

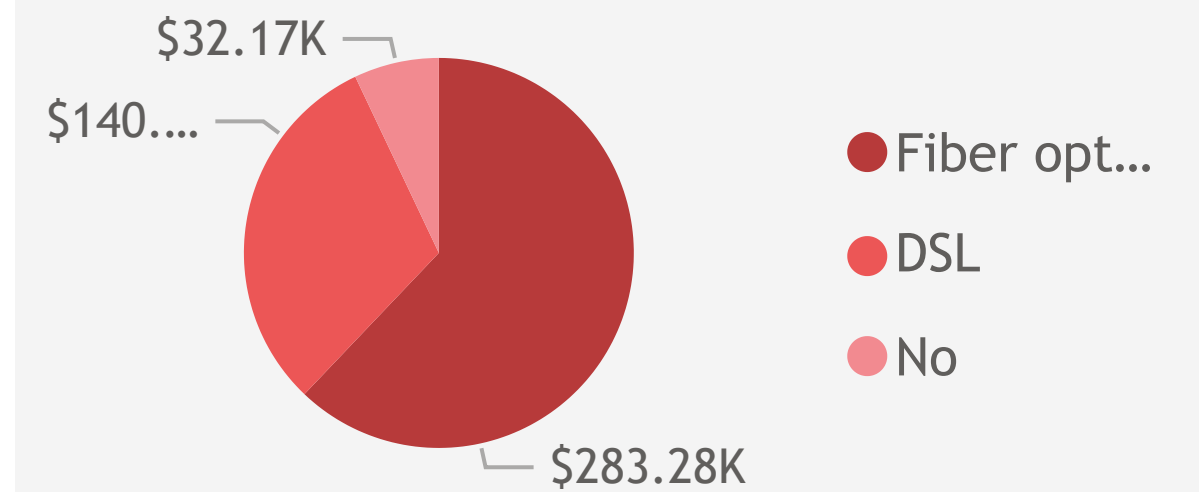
Chrun Rate by Internet Service



Customer by Internet Service

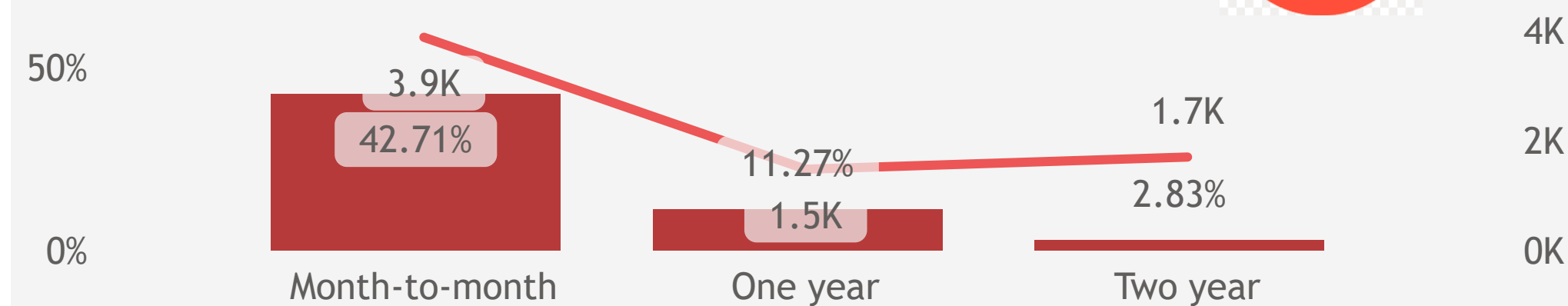


Monthly Charges by InternetService



Types of Contract

● Chrun Rate ● Customer



Chrun Rate % by Contract

