



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

Female Male



25%

Senior-Citizen

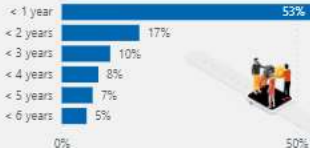
36%

Partner

17%

Dependents

Subscription time



Customer account information

Payment method



Paperless billing



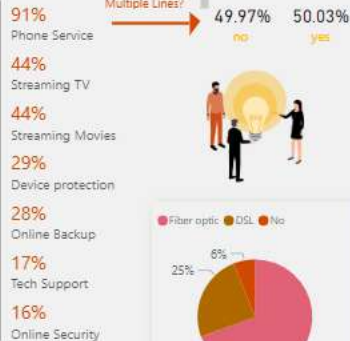
Average charges

\$74.44
Monthly
\$1,531.80
Total

Type of contract



Services customers signed up for





Customer Risk Analysis



Risk of churn

- ☐ No
☐ Yes

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

2955

Tech Tickets

3632

Admin Tickets

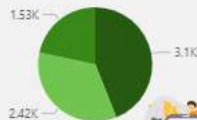
Internet service

- ☐ DSL
☐ Fiber optic
☐ No

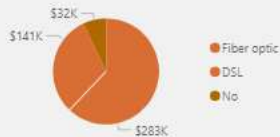
Churn by type of internet service



of customers by internet service



Sum of monthly charges

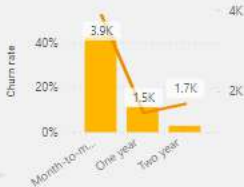


Months subscribed



Type of contract

Churn rate Customers



Years of contract

churn rate % Sum of MonthlyCharges



Churn by payment method

churn rate % Sum of MonthlyCharges



Contract type

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

