

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

Churned Customers

2173

TechTickets count

885

AdminTicket Count

\$2.86M

Yearly Charge

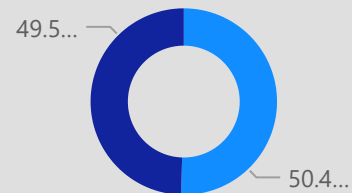
\$139.13K

Monthly Charge



Demographics

Male Female



25%

SeniorCitizen in %

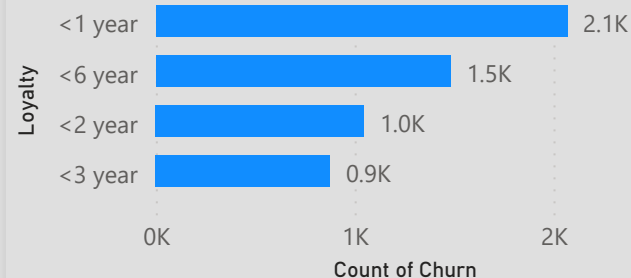
36%

Partner in %

17%

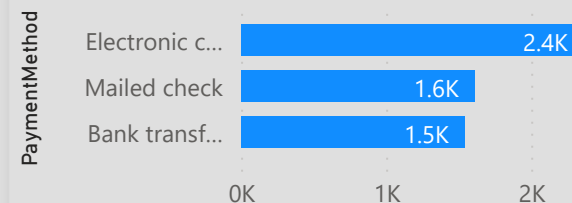
Dependents in %

Subscription Time



Customer account information

Payment Method



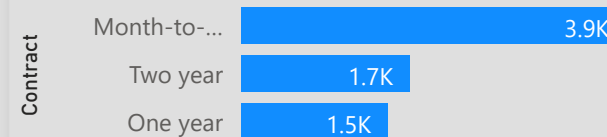
Paperless Billing



Average charges

Monthly	Total
\$74.44	\$1.53K

Contract Type



Services customers signed up for

91%
PhoneService in %

44%
StreamingTV in %

17%
TechSupport in %

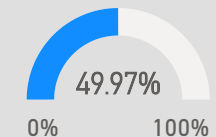
29%
Device protection in %

44%
StreamingMovies in %

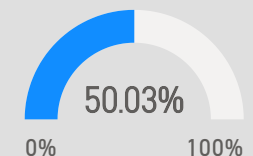
16%
OnlineSecurity in %

28%
OnlineBackup in %

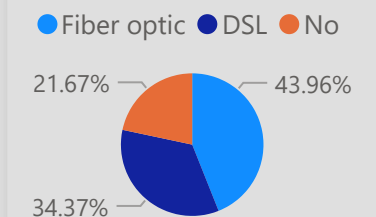
Multiple lines no in %



Multiple lines Yes in %



Internet Service





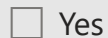
Customer Risk Analysis



Risk of churn



No



Yes



Internet service



DSL



Fiber optic



No



Months subscribed

0

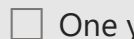
72



Contract type



Month-to-month



One year



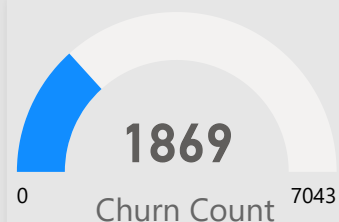
Two year

7043

Total Customer

26.54%

Churn Rate %



Churn Count

\$16.06...

Yearly Charges

2955

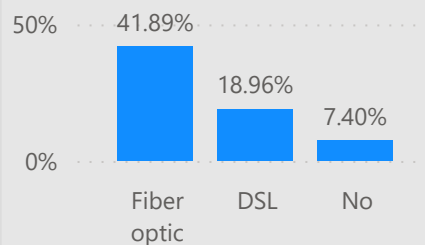
TechTickets

3632

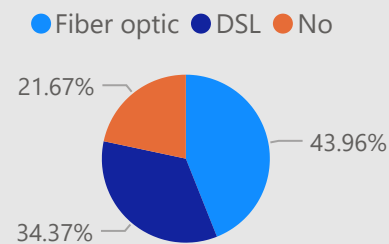
Admin Tickets



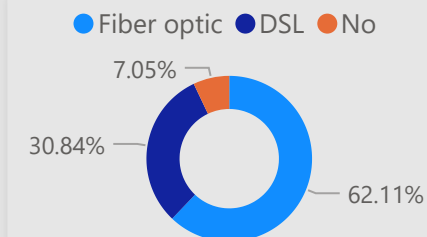
Churn by type of internet service



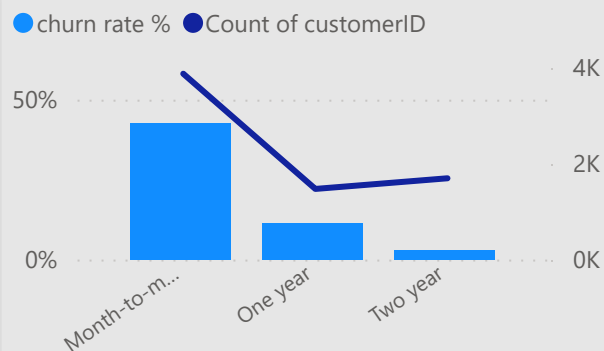
of customers by internet service



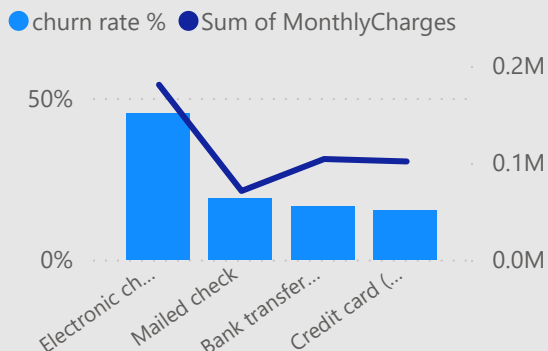
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

