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
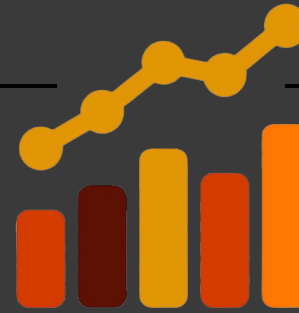- Customer Account Information
- Services

Customer Risk Analysis

- internet service
- type of contract
- payment method

Churn Analysis Dashboard

Customers at risk
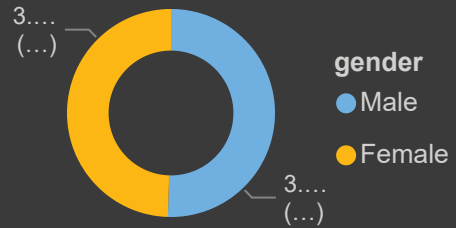7043

# of Tech Tickets
2955

# of Admin
3632

Yearly Charges
$16M

Monthly charges
$456K

Demographics

Count of gender by gender

3.... (...)
3.... (...)

gender
- Male
- Female

% Patners
36%

% of Dependent
17%

Customer subscription

Customer subscription	
<1 Year	43.9...
<6 Year	
<2 Year	
<3 Year	
<5 Year	

0K   1K   2K
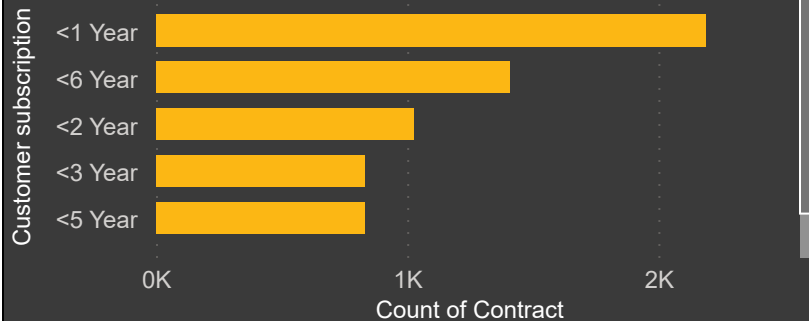
Count of Contract

Customer Account Information

PaymentMethod

PaymentMethod	
Electronic ch…	
Mailed check	
Bank transfer…	

0%   20%   40%
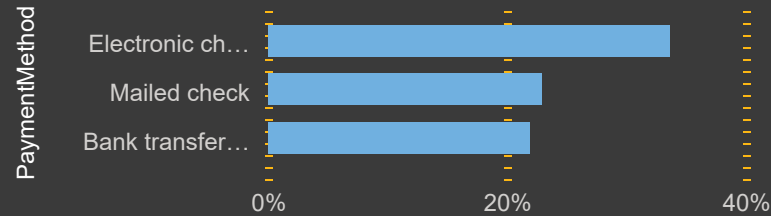
PaperlessBilling

Pap…
- Yes
- No

4… (...)
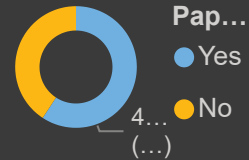
Averages Chrages

$2,283
Total Charges

$65
Monthly Charges

Type of Contract

Contract	
Month-to-month	
Two year	
One year	

0%   50%

Services Customers Signed Up

91%
% Phone Services

Multiple line

45% **Yes**   71% **No**

28%
% Online Backup

16%
% Online sec.

44%
% Streaming Movies

44%
% Tech Support

29%
% Of Device Protec…

- Fiber optic
- DSL
- No

1.53K (21.67%)
3.1K (43.9…)
2.42K (34.37%)
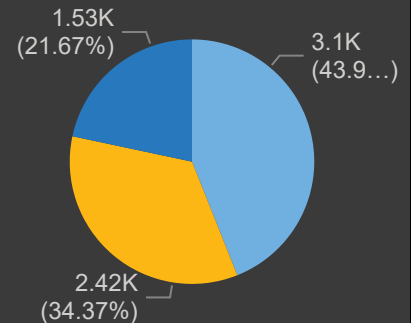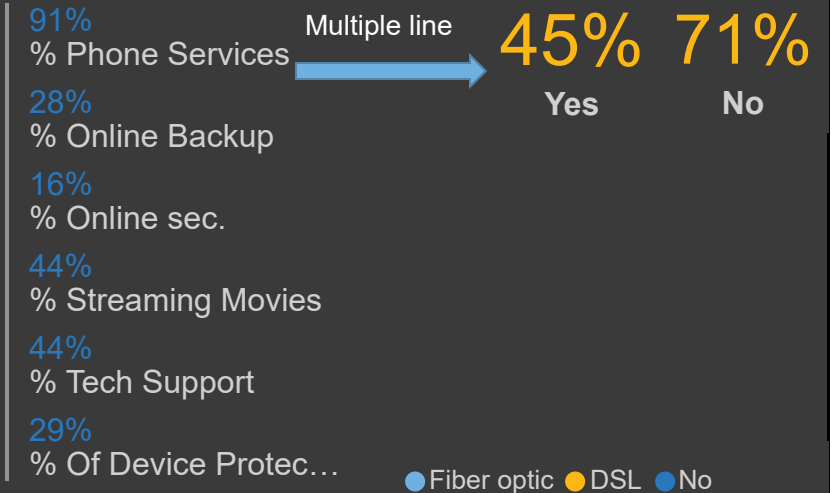
Customer Risk Analysis

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

27%
% Churn Rate

$16M
Sum of TotalCharges

2955
Sum of numTechTickets

3632
Sum of numAdminTickets
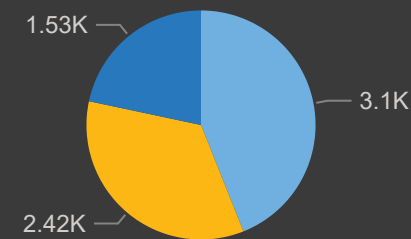
Churn by type of internet service
- Fiber optic: 42%
- DSL: 19%
- No: 7%
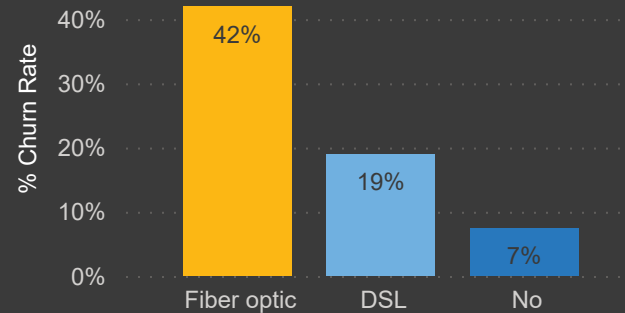
of customers by internet service
- 3.1K
- 2.42K
- 1.53K

Sum of monthly charges
- $32K
- $141K
- $283K
- Legend: Fiber optic, DSL, No
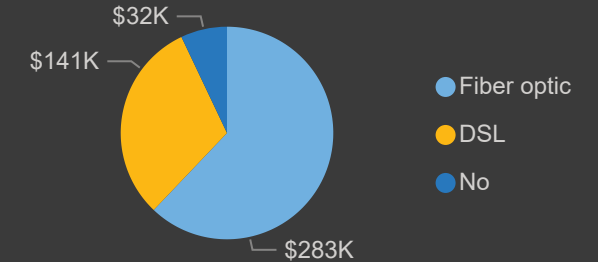
Type of contract
- % Churn Rate
- Count of customerID
- Month-to-month: 3.9K
- One year: 1.5K
- Two year: 1.7K
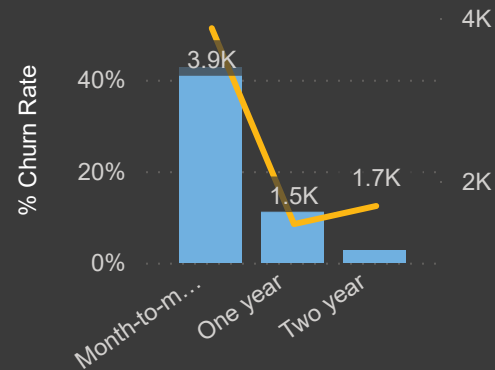
Years of contract
- % Churn Rate
- Count of Customer subscri...
- <2 Year
- <1 Year
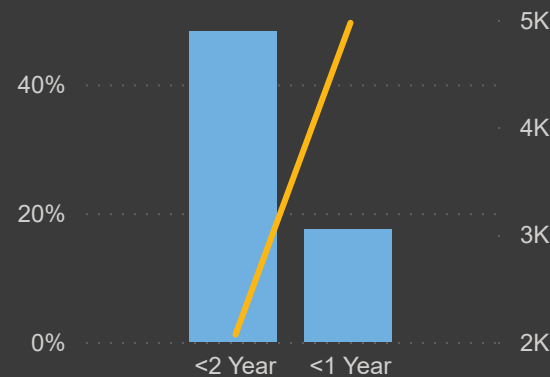
Churn by payment method
- % Churn Rate
- Count of customerID
- Electronic check
- Mailed check
- Bank transfer (autom...)
- Credit card (autom...)