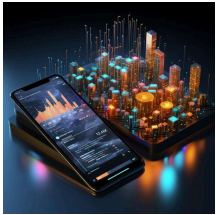# Welcome to PhoneNow

Key Performance Indicator

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%.
3. Yearly Increase of payments by 5%.

Churn Dashboard

- **Demographics**
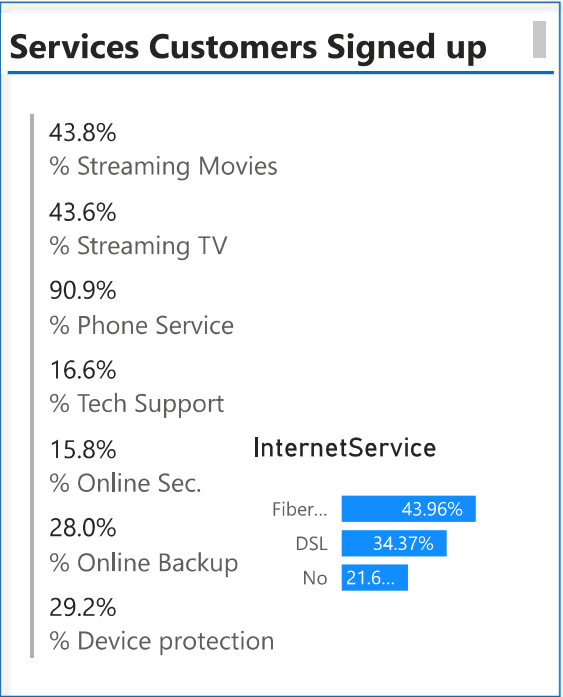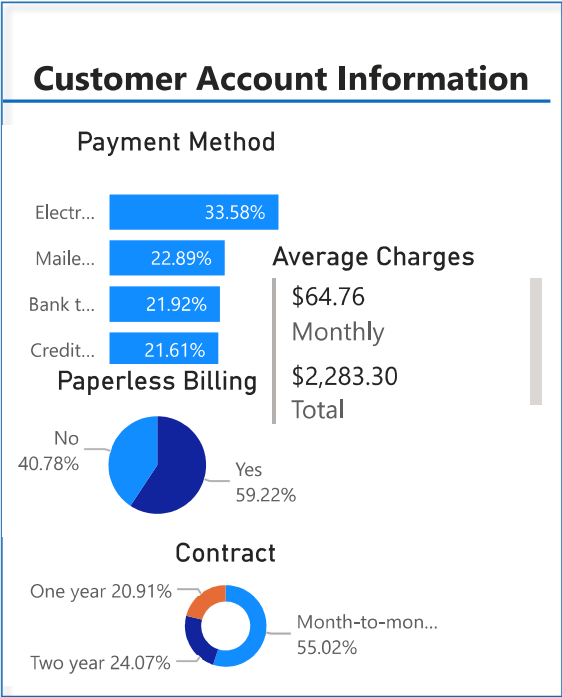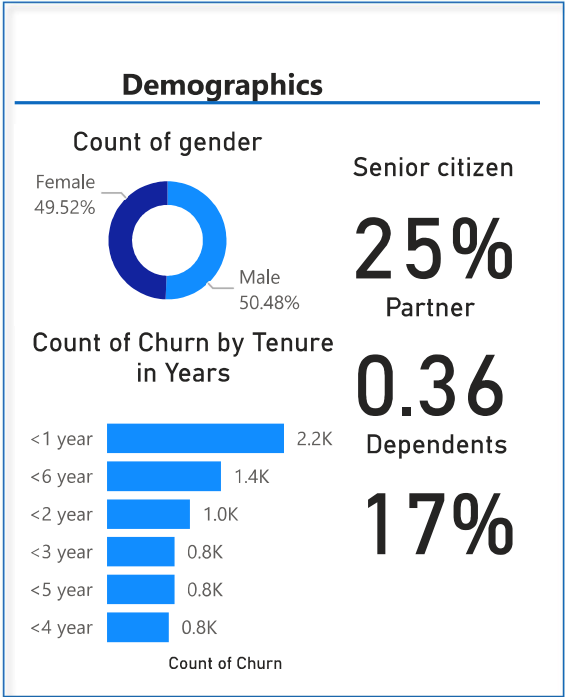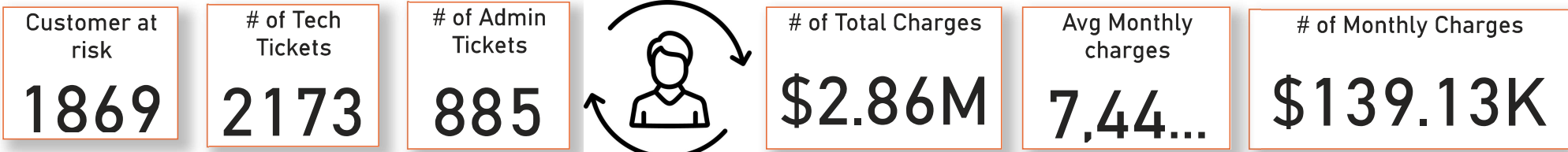- **Customer Account Information**
- **Services**

Customer Risk Analysis

- Internet Services
- Type Of Contract
- Payment Method

Churn Dashboard

pwc

Customer at risk **1869**	# of Tech Tickets **2173**	# of Admin Tickets **885**	# of Total Charges **$2.86M**	Avg Monthly charges **7,44...**	# of Monthly Charges **$139.13K**

Demographics

Count of gender

Female 49.52%

Male 50.48%

Count of Churn by Tenure in Years

<1 year	2.2K
<6 year	1.4K
<2 year	1.0K
<3 year	0.8K
<5 year	0.8K
<4 year	0.8K

Count of Churn

Senior citizen
25%

Partner
0.36

Dependents
17%

Customer Account Information

Payment Method

Electr...	33.58%
Maile...	22.89%
Bank t...	21.92%
Credit...	21.61%

Average Charges

$64.76 Monthly

$2,283.30 Total

Paperless Billing

No 40.78%

Yes 59.22%

Contract

One year 20.91%

Two year 24.07%

Month-to-mon... 55.02%

Services Customers Signed up

43.8% % Streaming Movies

43.6% % Streaming TV

90.9% % Phone Service

16.6% % Tech Support

15.8% % Online Sec.

28.0% % Online Backup

29.2% % Device protection

InternetService

Fiber...	43.96%
DSL	34.37%
No	21.6...

Customer Churn Analysis

pwc

Churn
- [ ] No
- [ ] Yes

PaymentMethod
- [ ] Bank transfer (aut...
- [ ] Credit card (auto...
- [ ] Electronic check
- [ ] Mailed check

PhoneService
- [ ] No
- [ ] Yes

InternetService
- [ ] DSL
- [ ] Fiber optic
- [ ] No

Tenure
| 0 | 72 |

7043
Total Customer

26.5%
% Churn Rate

Churn Count and Count of customerID
0   1869   7043

$16.06M
TotalCharges

3632 AdminTickets
2955 TechTickets

Customer Churn
EXIT
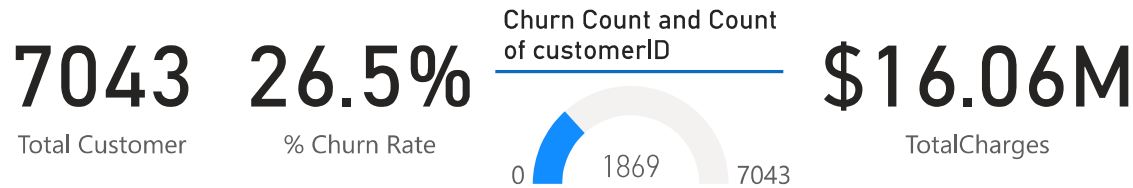
% Churn Rate by PaymentMethod
- Credit card (auto... 15.82%
- Bank transfe... 17.34%
- Electronic check 47%
- Mailed check 19.83%
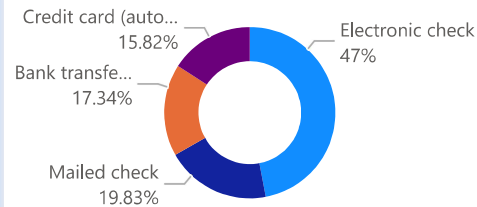
% Churn Rate by OnlineSecurity and gender
● Increase ● Decrease ● Total ● Other
100%
0%
No Fem... Male Yes Male Fem... No i...
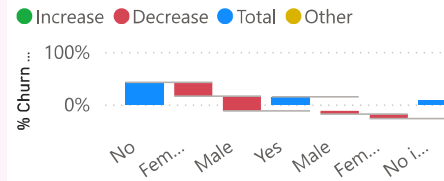
% Churn Rate by MultipleLines and PaperlessBilling
Paperl... ● No ● Yes
50%
0%
Yes   No   No ph...
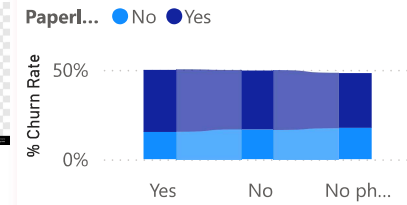
% Churn Rate and Count of customerID by Contract
● % Churn Rate ● Count of customerID
50%   42.7%   4K
              11.3%
      1.5K   2.8%   2K
0%
Mon...   One ...   Two ...
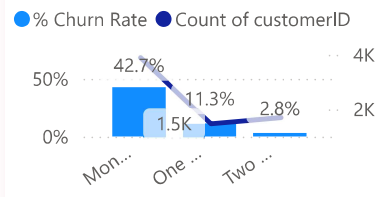
% Churn Rate by Tenure in Years
- <5 year 10.46%
- <4 year 13.8%
- <3 year 15.69%
- <1 year 34.41%
- <2 year 20.83%
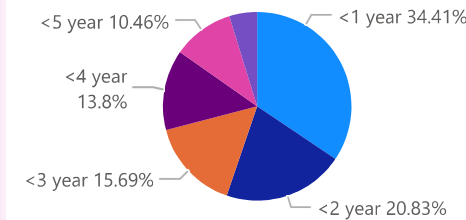
% Churn Rate by DeviceProtection
40%
20%
0%
No   Yes   No inter...
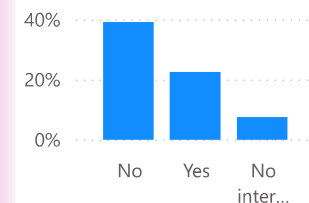
% Churn Rate by Partner
33.0%
30%
20%   19.7%
No   Yes
Partner
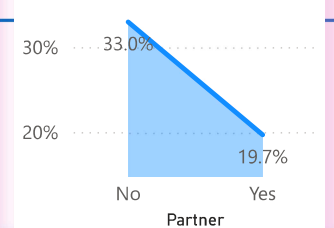
📝 E-MAIL

Hi [Janet],

I've defined a set of key performance indicators (KPIs) for the retention manager, focusing on Customer Retention Rate, Churn Rate, Net Promoter Score, Customer Lifetime Value, and engagement metrics. These KPIs will provide valuable insights into customer retention.

I've created a dashboard that visually represents these KPIs, making it easier for the retention manager to track performance over time and identify areas for improvement. The dashboard includes graphs and interactive elements for detailed analysis.

Suggestions for Improvement:

1. **Regular Review of KPIs**: Establish a monthly review process to analyze these KPIs and make data-driven decisions.
2. **Action Plans for Churn**: Develop targeted strategies based on churn rate analysis to address specific customer segments at risk of leaving.
3. **Enhance Engagement Tracking**: Consider additional metrics or tools to gain deeper insights into customer engagement behaviors.

I believe these steps will strengthen our retention strategy and drive better outcomes. Let me know if you'd like to discuss further or need any adjustments.

Best,

Rajneesh Kumar