

Welcome to Phone Now

Key Performance Indicators

1. Increase tech support capacity for Fiber Optic customer 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 Services
- Type of Contract
- Payment Method

Churn Dashboard

Customer at Risk

7043

No. of Tech Tickets

2955

No. of Admin Tickets

3632

Yearly Charges

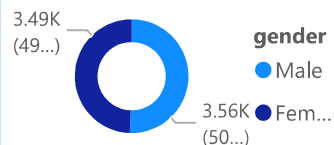
16.06M

Monthly Charges

456.12K

Demographics

Gender



Senior Citizen

25%

Partner

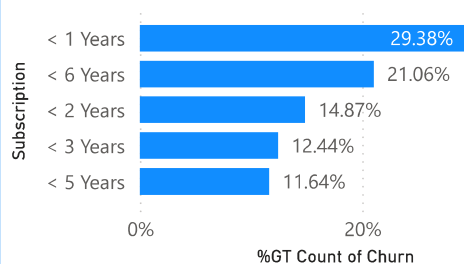
36%

Subscription Time

Dependents

17%

Churn by Subscription

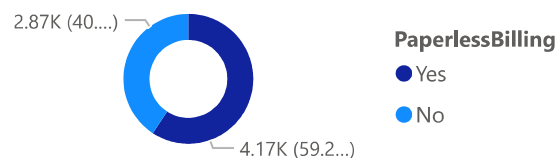


Customer account Information

Payment Method



Paperless Billing



Types of Contract



Services Customer signed up for

Online backup

28%

Online Security

16%

Phone Service

91%

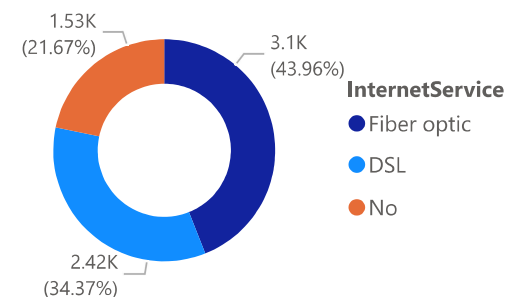
Streaming Movies

44%

Streaming TV

44%

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

Total Customer

7043

Churn Rate

26.54%

Yearly Charges

16.06M

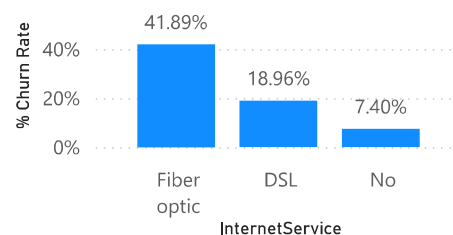
3632

AdminTickets

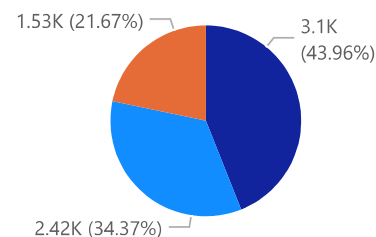
2955

TechTickets

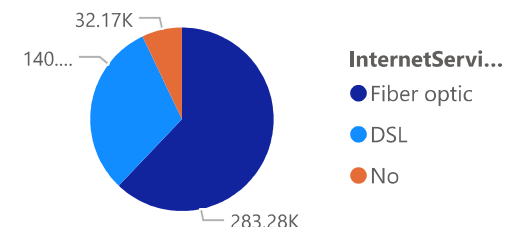
Churn by Type of Internet Service



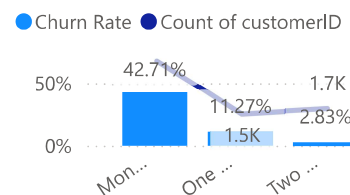
Customer by Internet Service



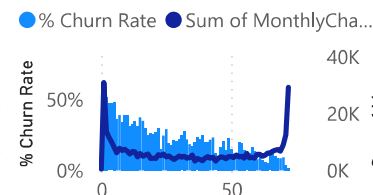
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

