Welcome to PhoneNow

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

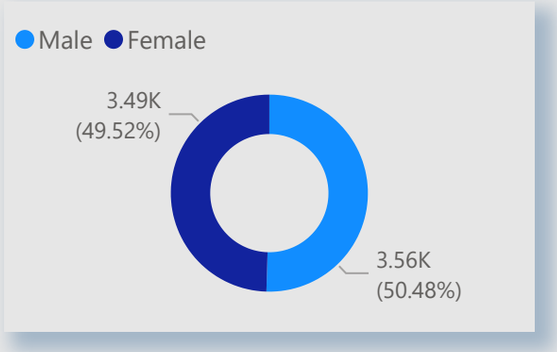
Churn Risk Analysis

- internet service
- type of contract
- payment method

Churn Dashboard

7043	2955	3632	$16.1M	$456.1K
Customers at Risk	# of tech tickets	# of admin tickets	Yearly Charges	Monthly Charges

Demographics

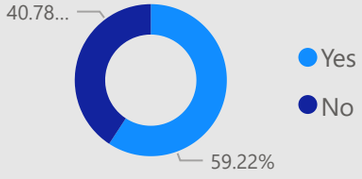


25.5%	35.8%	17.4%
SeniorCitizen in %	Partner in %	Dependents in %

Customer Account Information

Payment Method

Paperless Billing

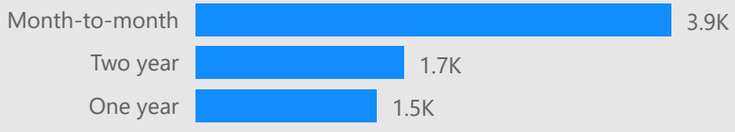


Average Charges

$64.8
Monthly

$2,283.3
Total

Type of Contract



Services Customers Signed up for

90.9% Phone Service

Multiple Lines

49.97% No

50.03% Yes

43.6%
Streaming TV

43.8%
Streaming Movies

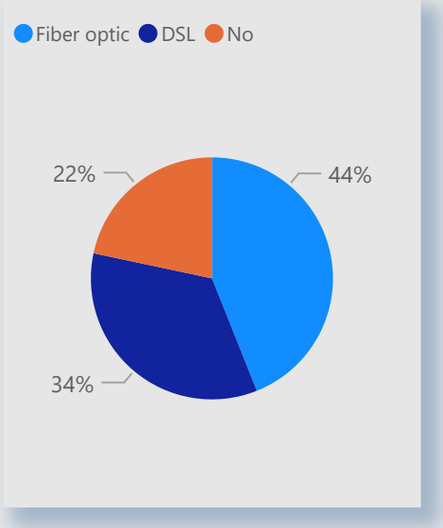
29.16
Device protection

25.5%
Senior Citizen

28.0%
Online Bacup

16.6%
Tech Support

15.8%
Online Security



Risk Analysis

Risk of churn

- [ ] No
- [ ] Yes

Internet Service

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

Months Subscribed

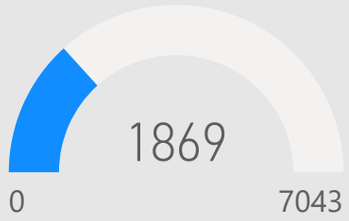
0 72

Contract Type

- [ ] Month-to-month
- [ ] One year
- [ ] Two year

7043
Count of Customers

26.54%
Churn rate

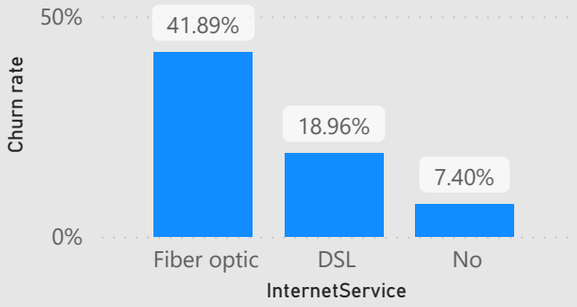


$16.1M
Yearly Charges

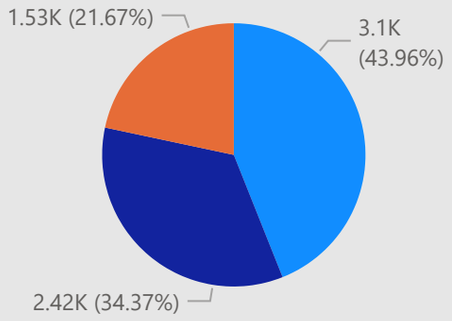
2955
Tech Tickets

3632
Admin Tickets

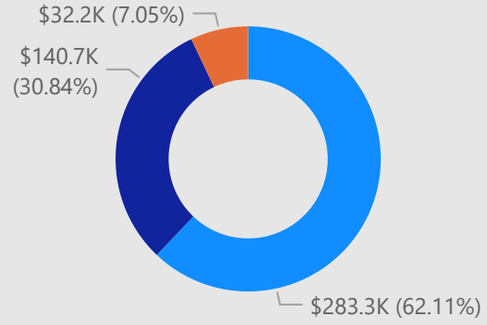
Churn by type of Internet service



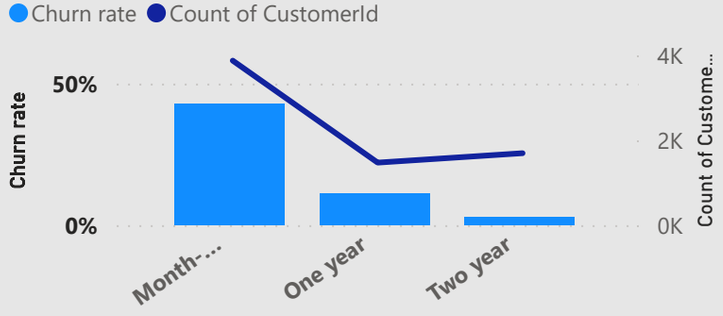
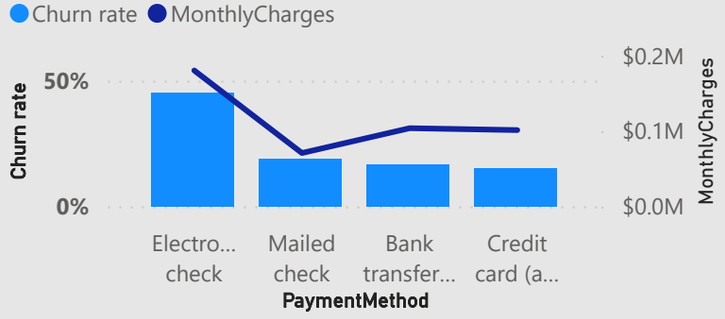
of Customers by Internet service



Sum of Monthly Charges



Type of Contract



Churn by Payment Method