

PhoneNow: Your Communication Partner

Key Performance Indicators

1. Enhance technical support to reduce Fiber Optic tech tickets per customer to 0.5.
2. Increase sales of 1-year and 2-year contracts by 5% each.
3. Achieve a 5% annual increase in automatic payment enrollments.

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of contract
- Payment Method



Churn Dashboard

Clear all slicers

1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets

\$2.86M

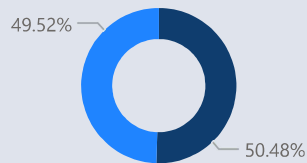
Yearly Charges

\$139.13K

Sum of MonthlyCharges

Demographics

Male Female



25%

Senior Citizen

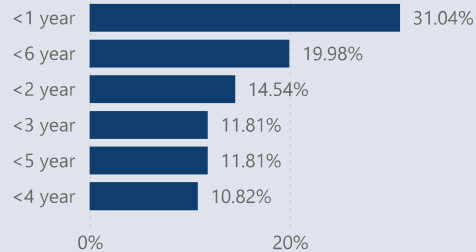
36%

Partner

17%

Dependents

Subscription Time

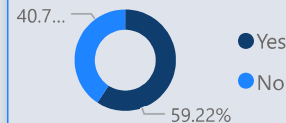


Customer Account Information

Subscription Time



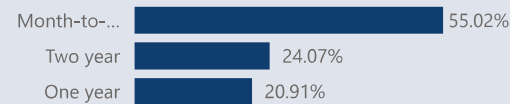
Paperless Billing



Average Charges

\$4,56,116.6
Monthly
\$1,60,56,168.7
Total

Types of Contract



Services Customers Signed up for

90.90%

Phone Service

49.97% 50.03%

No

Yes

43.55%

Streaming TV

43.77%

Streaming Movies

29.16%

Device protection

27.98%

Online Backup

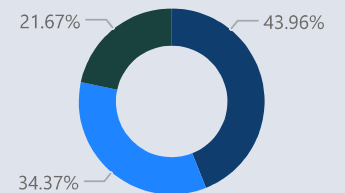
15.78%

Online Sec.

16.59%

Tech Support

Fiber optic DSL No





Customer Risk Analysis

Risk Of Churn

- ☐ No
☐ Yes

Internet Services

- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed

0 72



Contract Type

- ☐ Month-to-month
☐ One year
☐ Two year

Clear all slicers

7043

Total Customers

26.54%

Churn Rate %

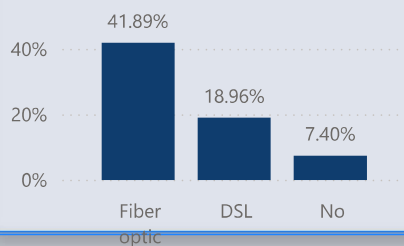


3632
Admin Tickets
2955
Tech Tickets

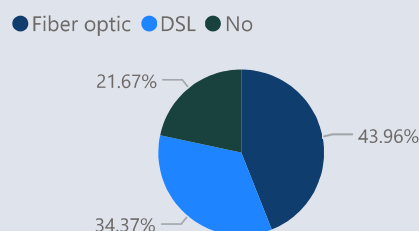
\$16.06M

Yearly Charges

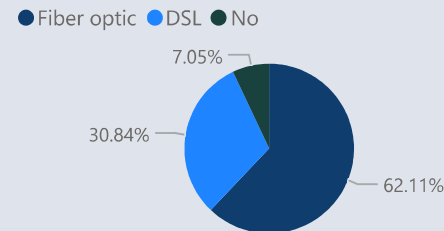
Churn by type of internet services



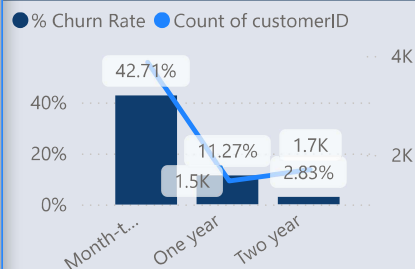
#of customers by Internet services



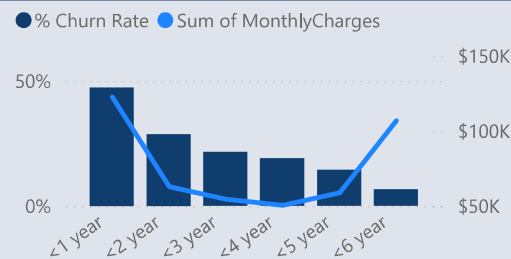
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

