PhoneNow Analysis

Click on the items to navigate into analysis

Key Performance Analysis

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 Analysis

- Demographics
- Customer Account Information
- Services

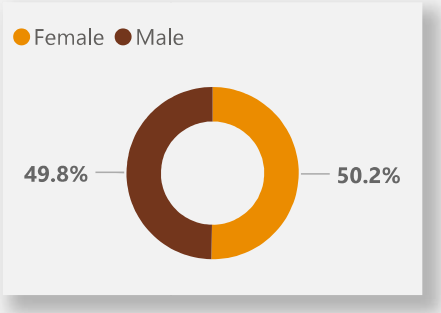
Customer Risk Analysis

- Internet service
- Type of contract
- Payment method

Churn Analysis

1869	$2.86M	$139.13K	1869	885	2173
Total Customer	Sum of TotalCharges	Sum of MonthlyCharges	Total Customer	Sum of AdminTickets	Sum of TechTickets

Demographics

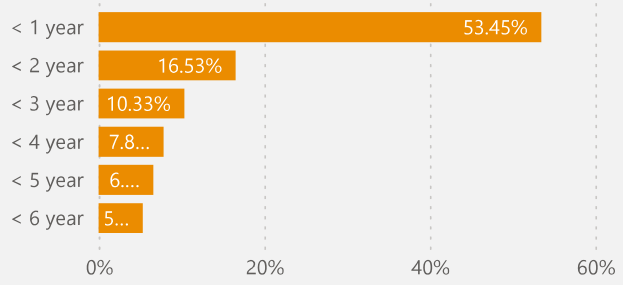


25%
Senior-Citizen

36%
Partner

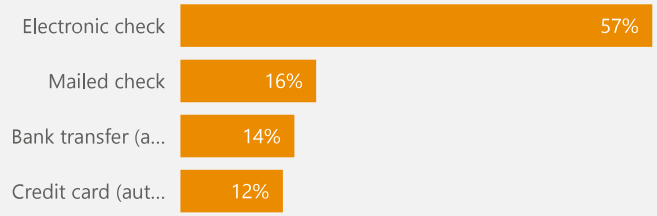
17%
Dependents

Subscription Time

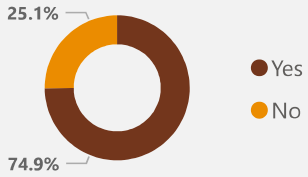


Customers Account Information

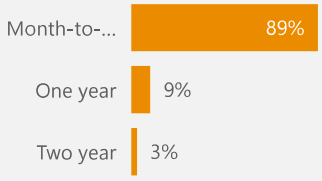
Payment Method



Paperless Billing



Type of Contact



Average charges

$74.44
Monthly

$1,531.80
Total

Services Availed by Customers

91%
Phone Service

44%
Streaming TV

44%
Streaming Movies

17%
Tech Support

28%
Online Backup

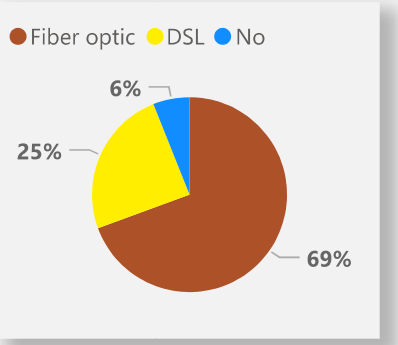
16%
Online Security

29%
Device Protection

Multiple Lines?

49.97%
No

50.03%
Yes



Customer Risk Analysis

Demographics

- [ ] No
- [ ] Yes

Internet Service

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

Months Subscribed

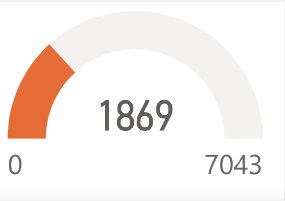
0 — 72

Contract Type

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

7043 Total Customer

26.54% Churn Rate

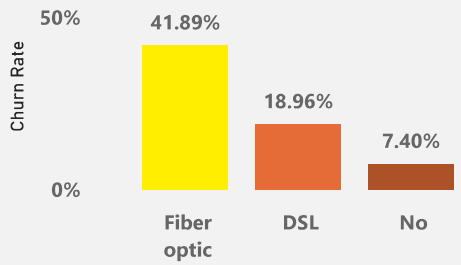


$16.06M Total Charges

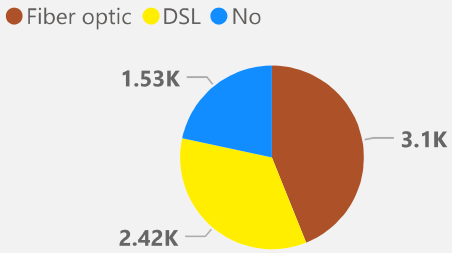
3632 Admin Ticket

2955 Tech Ticket

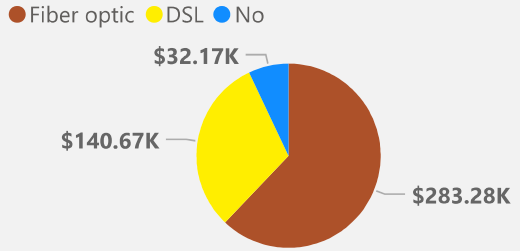
Churn by type of Internet Service



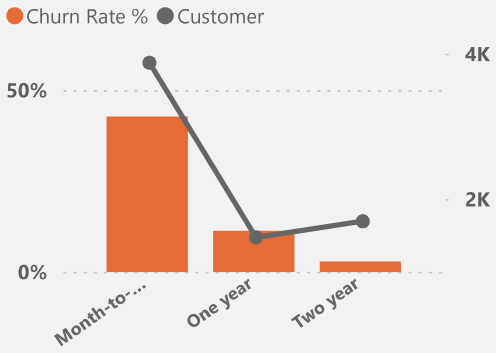
of Customer by internet service



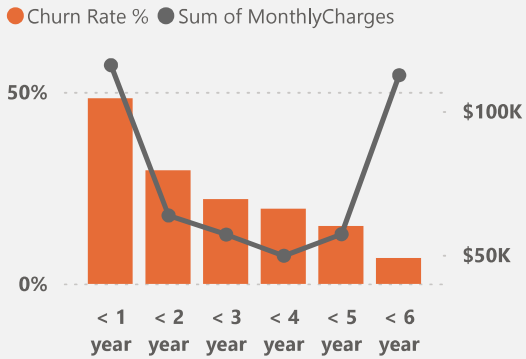
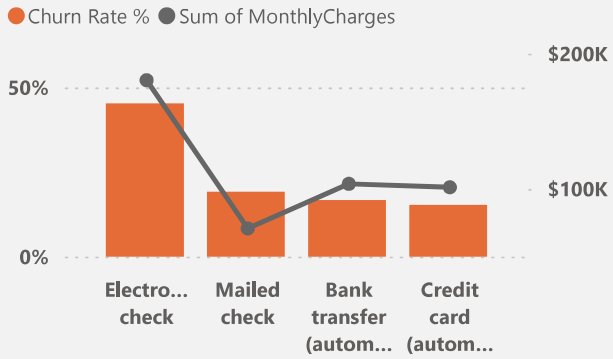
Sum of monthly charges



Type of Contract



Years of Contract



Churn by Payment Method