



Welcome to PhoneNow

Click on the items below to drill into the analytics

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

Customer Risk Analysis



- internet service
- type of contract
- payment method





Churn Dashboard



This dashboard has a filter with churn = "yes"

1869

Customers at risk

2173

of Tech Tickets

885

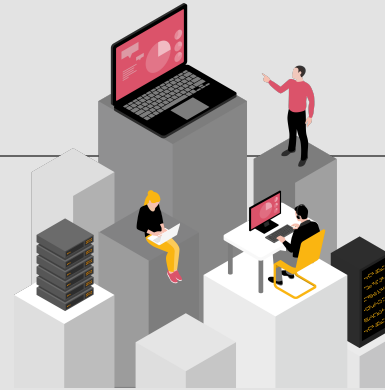
of Admin Tickets

\$2.86M

Yearly Charges

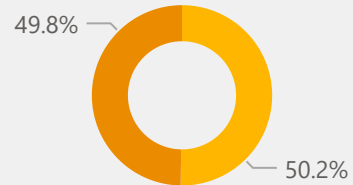
\$139.13K

Monthly Charges



Demographics

Female Male



25%

Senior-Citizen

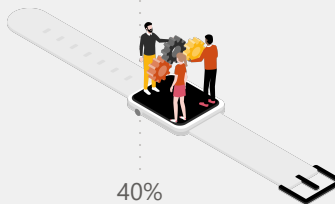
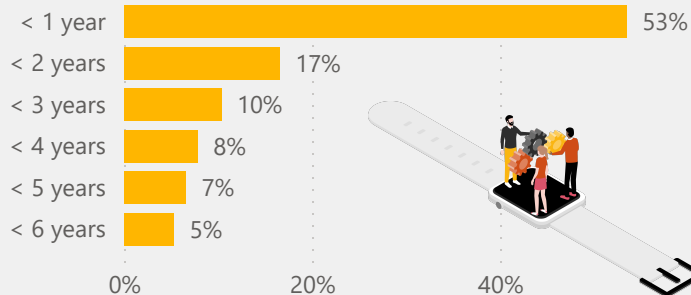
36%

Partner

17%

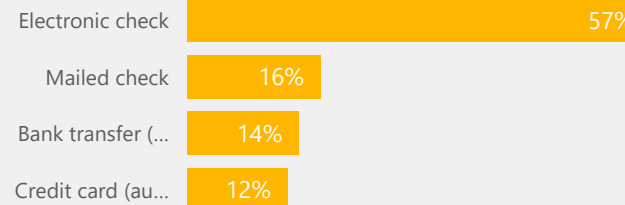
Dependents

Subscription time

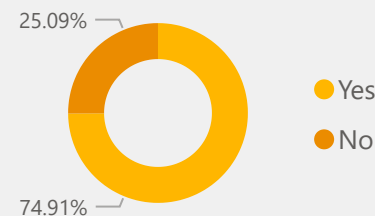


Customer account information

Payment method



Paperless billing



Average charges

\$74.44
Monthly
\$1,531.80
Total

Type of contract



Services customers signed up for

91%

Phone Service

Multiple Lines?

49.97%
no

50.03%
yes

44%

Streaming TV

44%

Streaming Movies

29%

Device protection

28%

Online Backup

17%

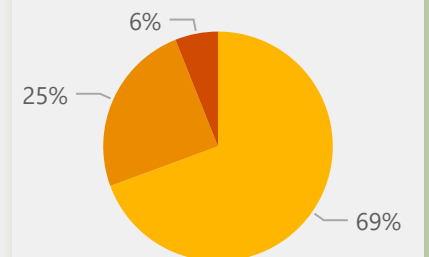
Tech Support

16%

Online Security



Fiber optic DSL No



Customer Risk Analysis



Risk of churn

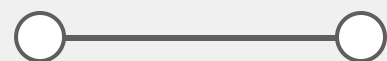
- ☐ No
- ☐ Yes

Internet service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months subscribed

0 72



Contract type

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

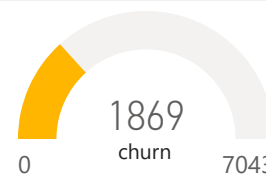


7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

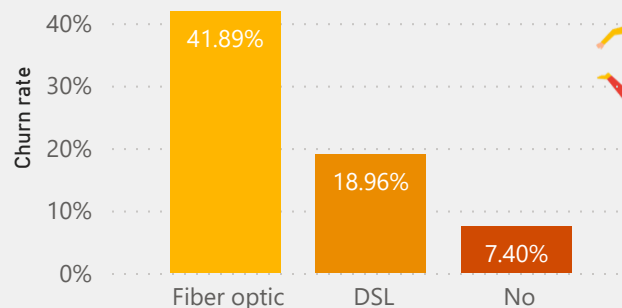
2955

Tech Tickets

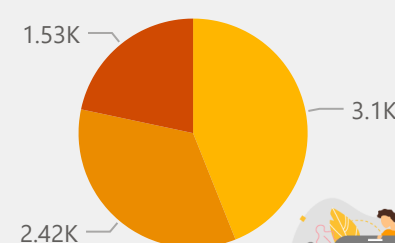
3632

Admin Tickets

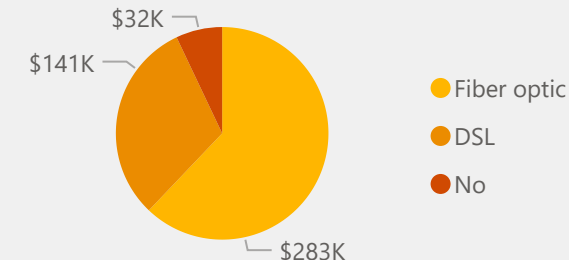
Churn by type of internet service



of customers by internet service

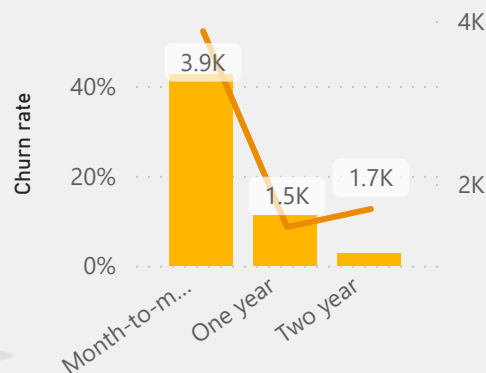


Sum of monthly charges



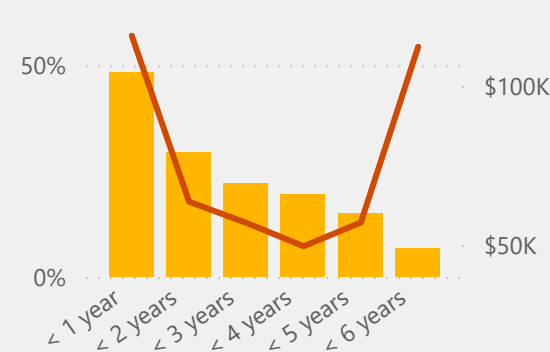
Type of contract

Churn rate Customers



Years of contract

churn rate % Sum of MonthlyCharges



Churn by payment method

churn rate % Sum of MonthlyCharges

