



Welcome to M.D.L Phone Now

Key Performance indicators

1. *Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5*
2. *Increase in sales of 1 and 2 year contracts by 5% each*
3. *Yearly increase of automatic payments by 5%.*

ACE Dashboard



- Demography
- Customer Account Information
- Services

Customer Risk Analysis



- Internet service
- Type Contract
- Payment Method.





ACE Dashboard

1869

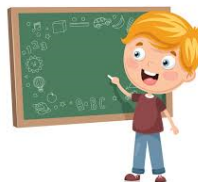
Customer at risk

2173

of Tech Tickets

885

of Admin Tickets



\$2.86M

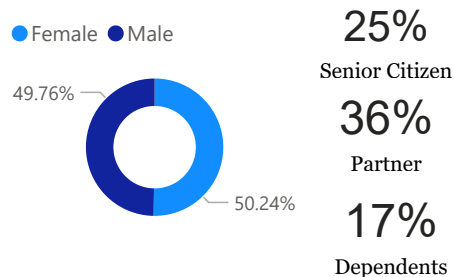
Yearly Charges

\$139.13K

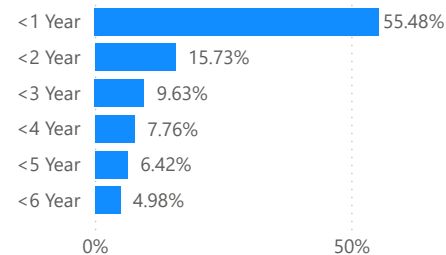
Sum of MonthlyCharges



Demographics

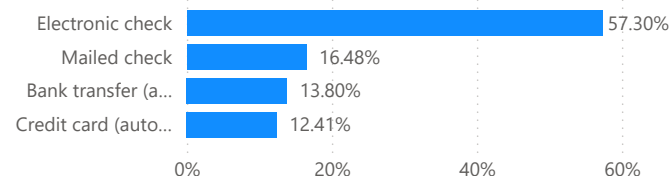


Subscription time



Customer Account Information

Payment Method



Paperless Billing

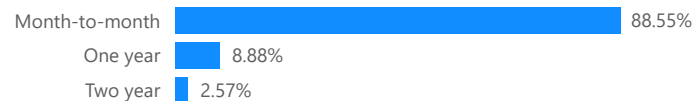


Average Charge

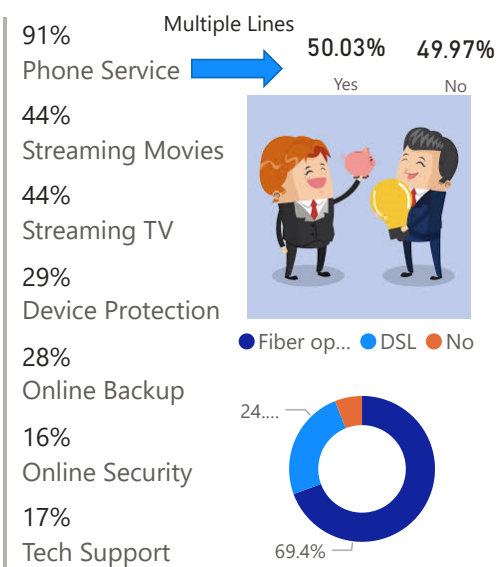
\$74.44 Monthly

\$1,531.80 Total

Type of Contract



Services Customer Signed Up



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



7043

Total Customer

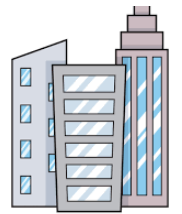
26.54%

Churn Rate %

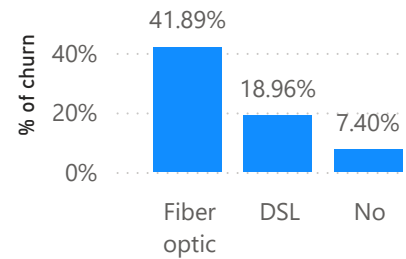
\$16.06M

Yearly Charges

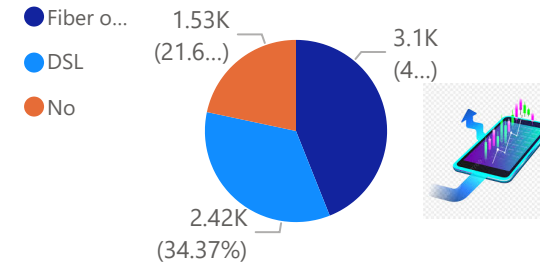
3632
Admin Tickets
2955
Tech Tickets



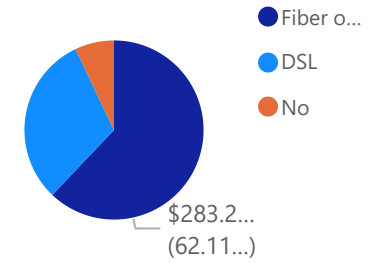
Churn By Type of Internet Services



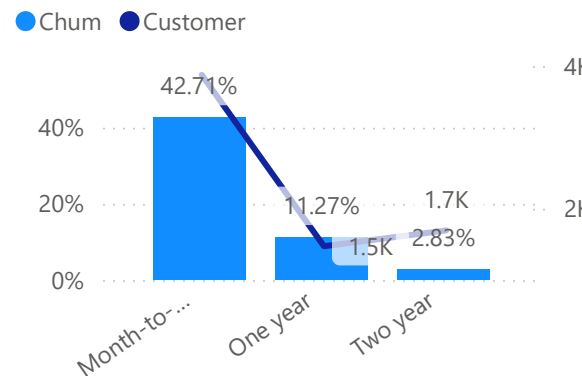
#of Customer by Internet Services



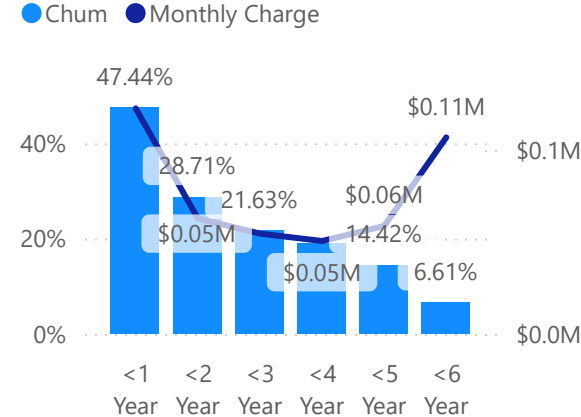
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

