

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 increases of automatic payments by 5%.

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of contract
- Payment Method



Churn Dashboard

1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets



\$2.86M

Yearly Charges

\$139K

Sum of MonthlyCharges

Demographics

● Male ● Female



25%

Senior Citizen

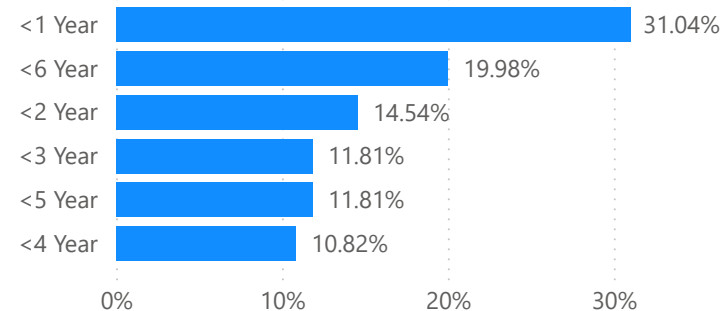
36%

Partner

17%

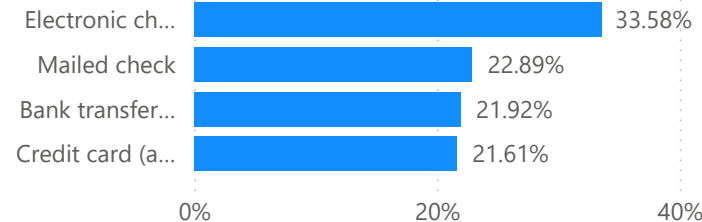
Dependents

Subscription Time



Customer Account Information

Payment Method



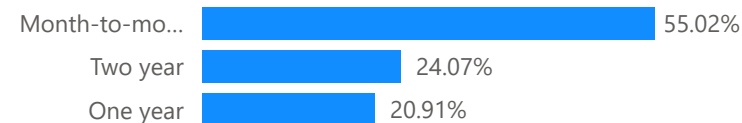
Paperless Billing



Average Charges

\$65
Monthly
\$2,283.30
Total

Types of Contract



Services Customers Signed Up for

91%
Phone Service

44%
Streaming TV

44%
Streaming Movies

29%
Device protection

28%
Online Backup

17%
Tech Support

16%
Online Security

Multiple
Lines

49.97% 50.03%
NO Yes



● Fiber optic ● DSL ● No





Customer Risk Analysis

Risk of Churn

- ☐ No
- ☐ Yes

Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months Subscribed

0 72

Contract Type

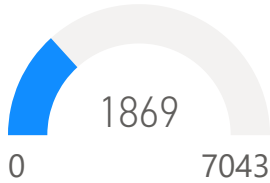
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

7043

Total Customer

26.54%

Churn Rate %

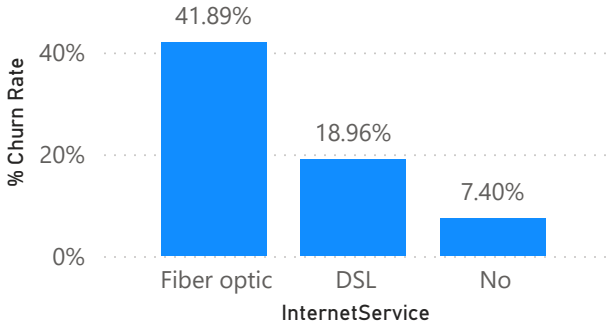


\$16.06M

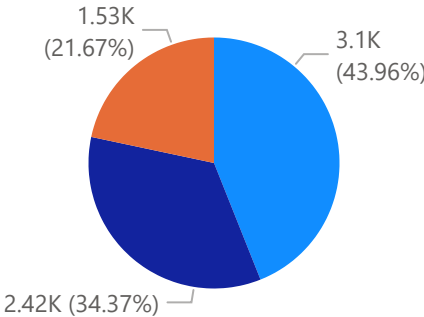
Yearly Charges

3632
Admin Tickets
2955
Tech Tickets

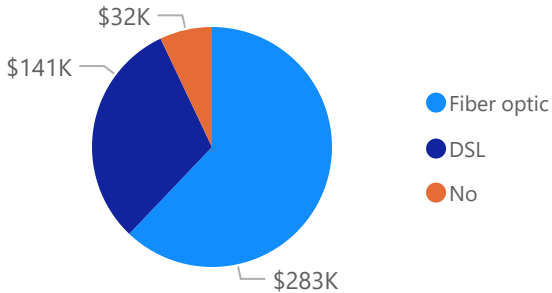
Churn By Type of Internet Services



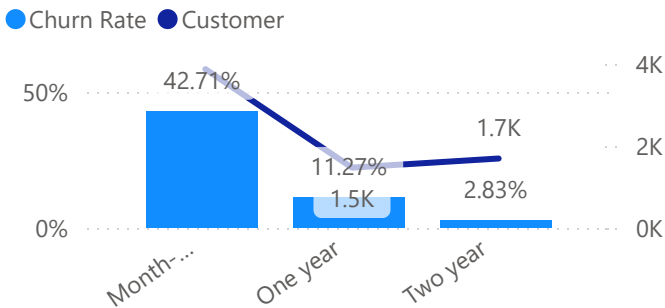
#of customers by Internet



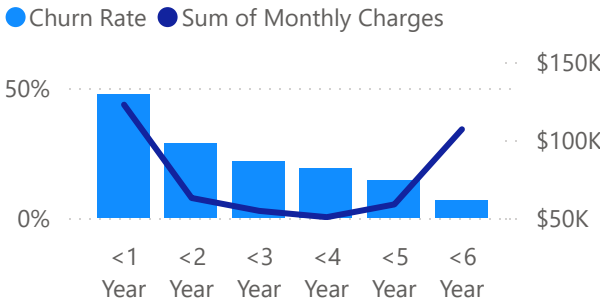
Sum of Monthly Charges



Type of



Years of



Churn by Payment

