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

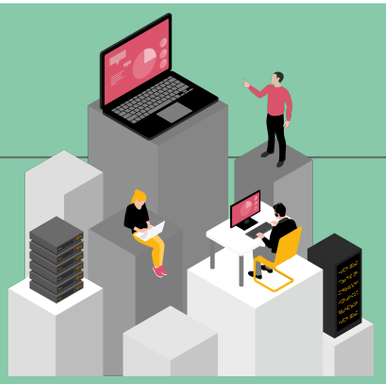
- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

- internet service
- type of contract
- payment method

Date: March 2023
Virtual Case Experience: Power BI - - Retention Manager

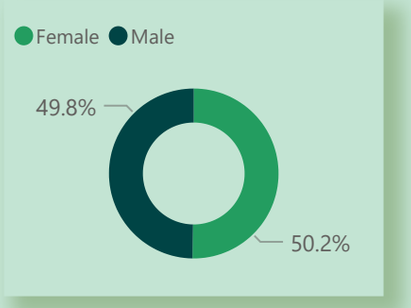
Churn Dashboard



This dashboard has a filter with churn = "yes"

1869	2173	885	$2.86M	$139.13K
Customers at risk	# of Tech Tickets	# of Admin Tickets	Yearly Charges	Monthly Charges

Demographics

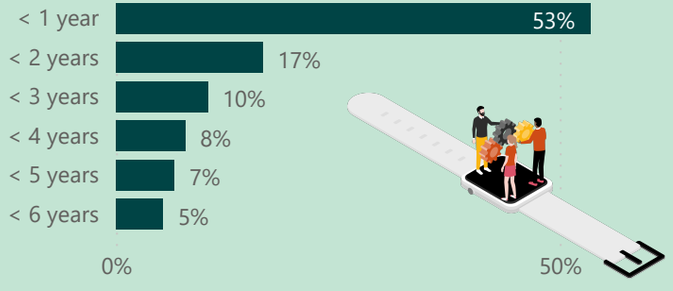


25%
Senior-Citizen

36%
Partner

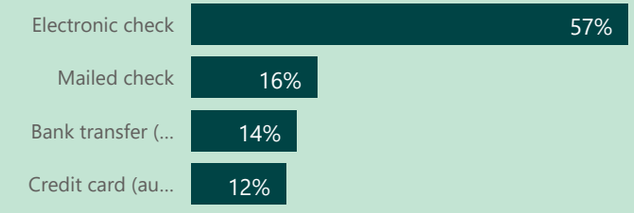
17%
Dependents

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

44%
Streaming TV

44%
Streaming Movies

29%
Device protection

28%
Online Backup

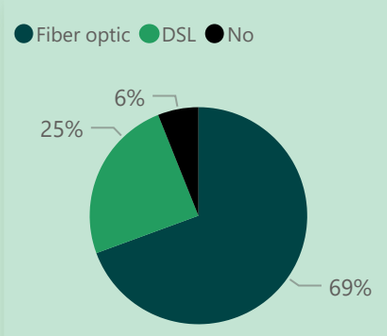
17%
Tech Support

16%
Online Security

Multiple Lines?

49.97%
no

50.03%
yes



Customer Risk Analysis

pwc

Risk of churn

- No
- Yes

Internet service

- DSL
- Fiber optic
- No

Months subscribed

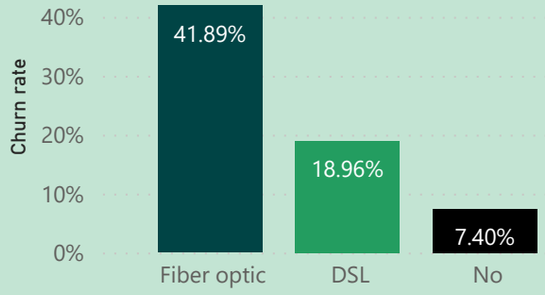
0 — 72

Contract type

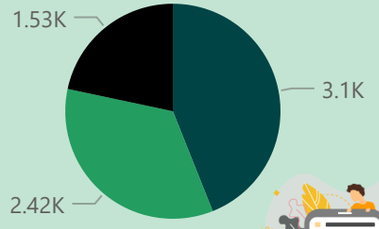
- Month-to-month
- One year
- Two year

7043	26.54%	1869 churn (0 – 7043)	$16.06M	2955 Tech Tickets	3632 Admin Tickets
Total customers	churn rate %		Yearly Charges		

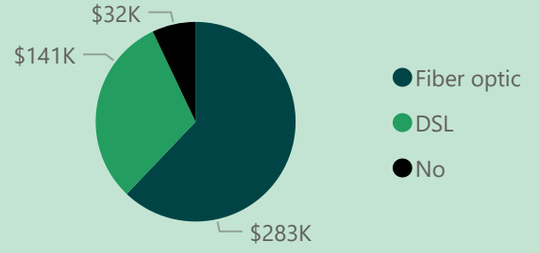
Churn by type of internet service



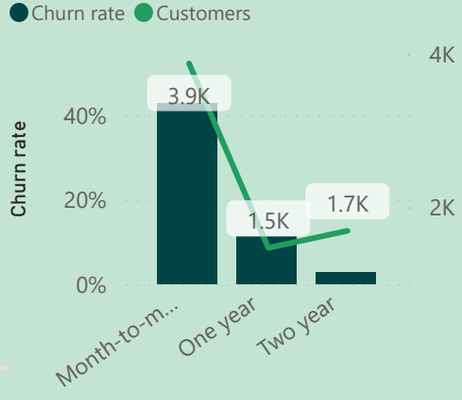
of customers by internet service



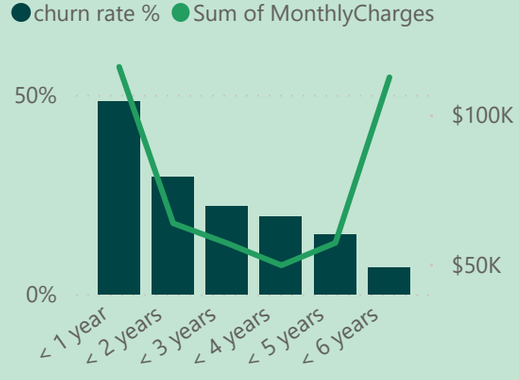
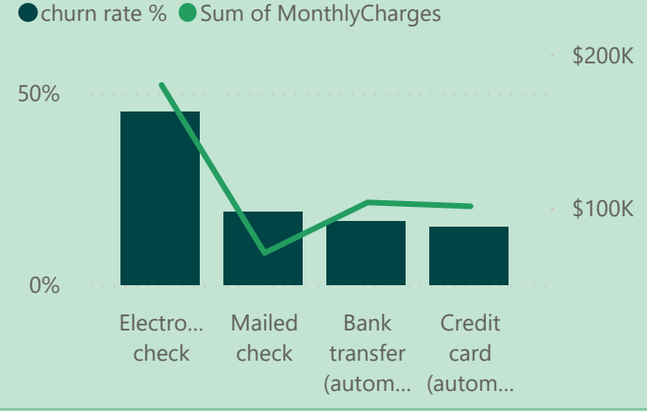
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method