Welcome to PhoneNow

Key Performance Indicators (KPI)

1. Increase tech support capacity for Fiber Optic customers & lower tech tickets per customer to 0.5
2. Increase sake of 1 & 2 Year Contracts by 5% each.
3. Yearly increase of automatic payments by 5%

Churn Dashboard

- Services
- Demography
- Customer Account Information

Customer Risk Analysis

- Internet Services
- Types of Contract
- Payment Methods

Churn Dashboard

Customers at Risk	No. of Tech Tickets	No. of Admin Tickets	Yearly Charges	Monthly Charges
1869	2173	885	$2.86M	139.13K

Services Customer Signed up

91%
% of Phone Service

Multiple Lines → 50.03% Yes, 49.97% No

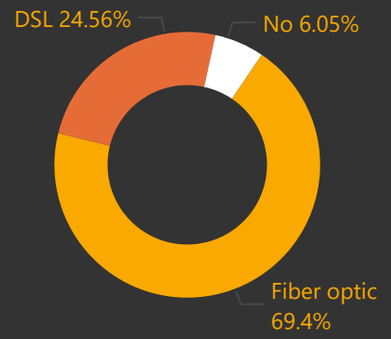
44%
% of Streaming TV

29%
% of Device Protection

44%
% of StreamingMovies

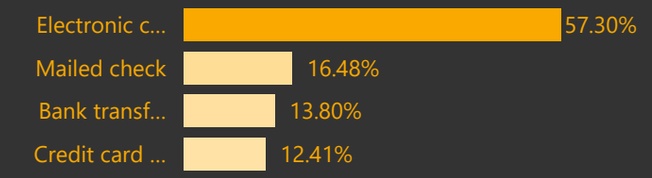
28%
% of Online Backup

17%
% of Tech Support



Customer Account Information

Payment Method



Paperless Billing

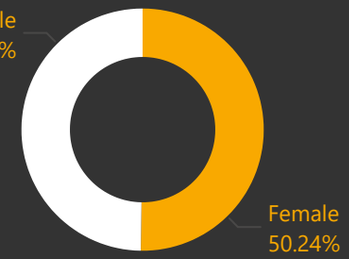
Avg. Charges

74.44
Monthly

$1,531.79609...
Total

Types of Contract

Demographics

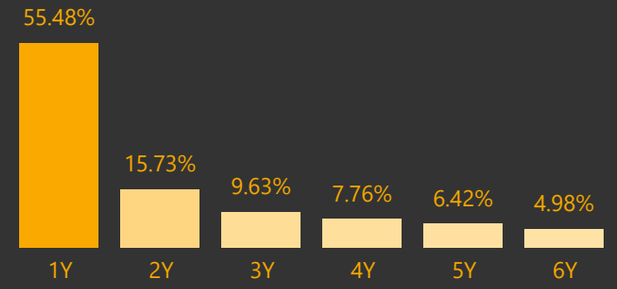


25%
Senior Citizens

36%
Partners

17%
Dependents

Duration of Subscription



Customer Risk Analysis

pwc

Churn
- [ ] No
- [ ] Yes

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

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

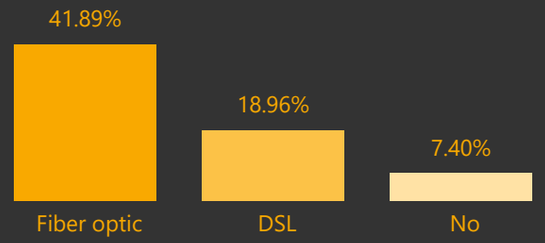
Tenure
0 — 72

7043	26.54%	$16.06M
Total Customers	Churn Rate	Yearly Charges

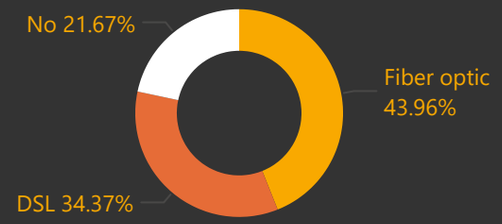
3632 Admin Tickets

2955 Tech Tickets

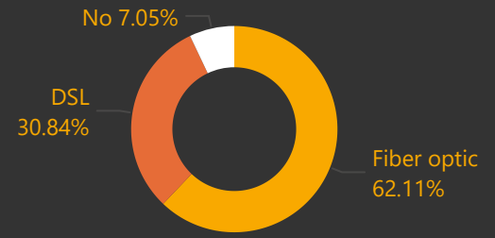
Churn Rate by Internet Service



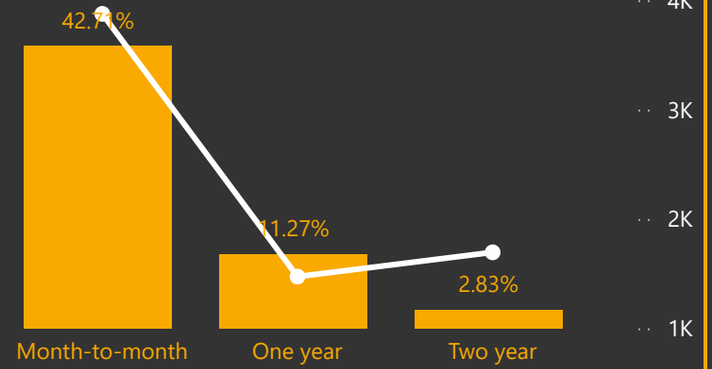
Customer by Internet Service



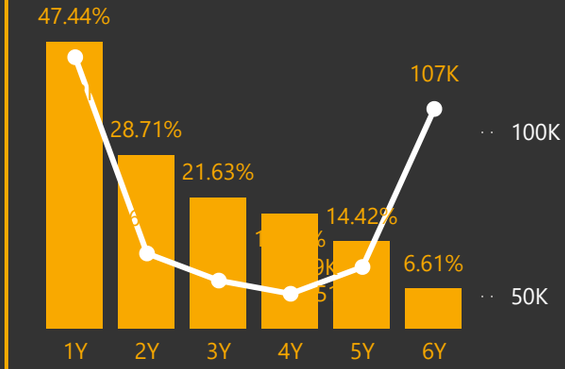
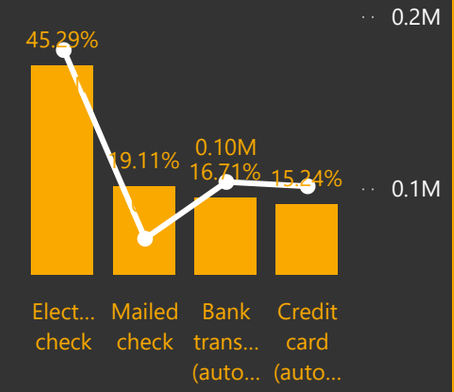
Customer by Internet Service



Churn Rate by Internet Service



Churn Rate by Internet Service



Churn Rate by Internet Service