

# 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 increase of automatic payments by 5%

## Churn Dashboard



- Demographics
- Customer Account Information
- Services

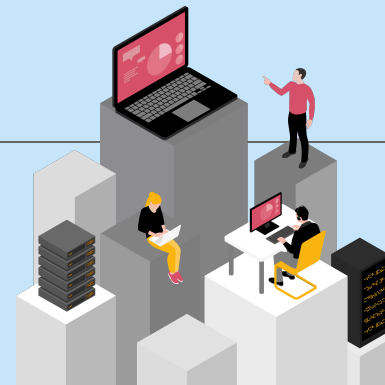
## Customer Risk Analysis



- internet service
- type of contract
- payment method



# Churn Dashboard



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

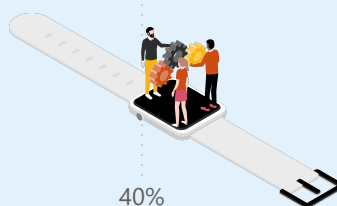
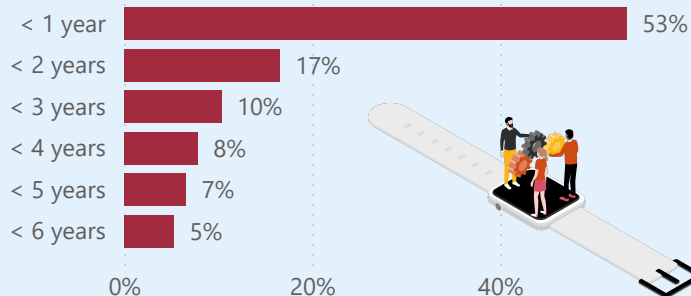
36%

Partner

17%

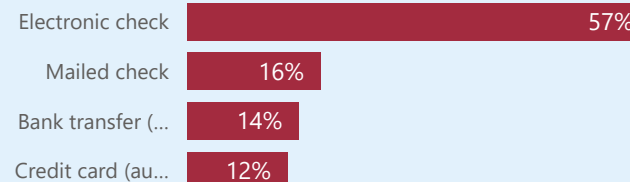
Dependents

## Subscription time



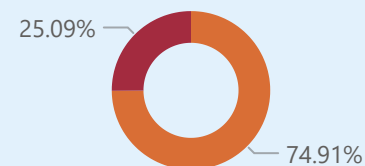
## Customer account information

### Payment method



### Paperless billing

Yes No



### 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%

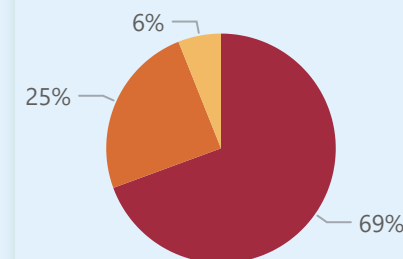
Tech Support

16%

Online Security



Fiber optic DSL No





# Customer Risk Analysis



## Risk of churn

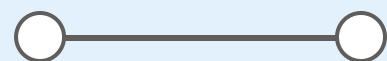
- ☐ No  
☐ Yes

## Internet service

- ☐ DSL  
☐ Fiber optic  
☐ No

## Months subscribed

0 72



## Contract type

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

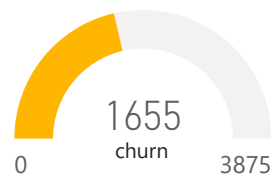


3875

Total customers

42.71%

churn rate %



\$5.31M

Yearly Charges

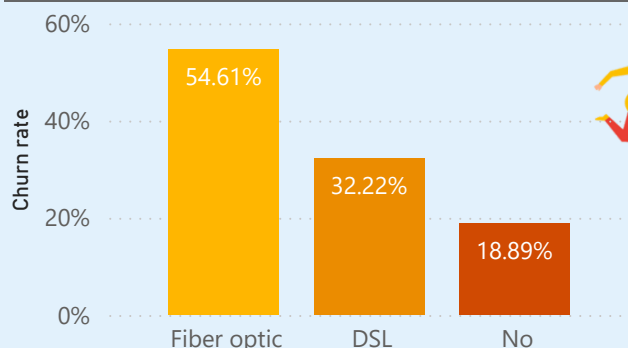
1497

Tech Tickets

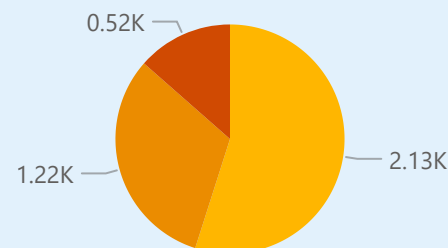
1956

Admin Tickets

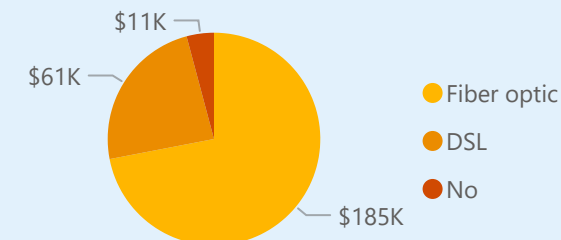
## Churn by type of internet service



## # of customers by internet service

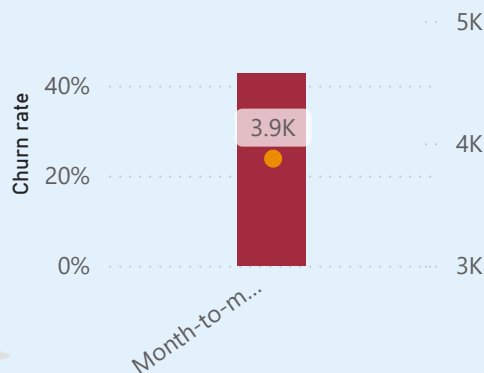


## Sum of monthly charges



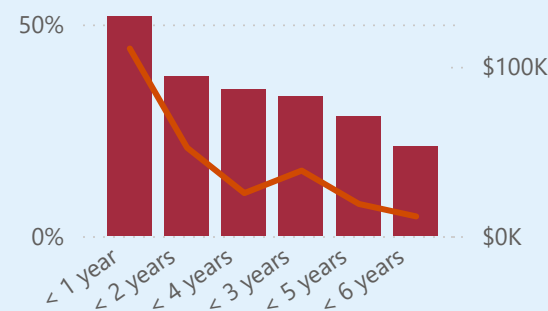
## Type of contract

Churn rate Customers



## Years of contract

churn rate % Sum of MonthlyCharges



## Churn by payment method

churn rate % Sum of MonthlyCharges

