



# 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





# Churn Dashboard



This dashboard has a filter with churn = "yes"

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

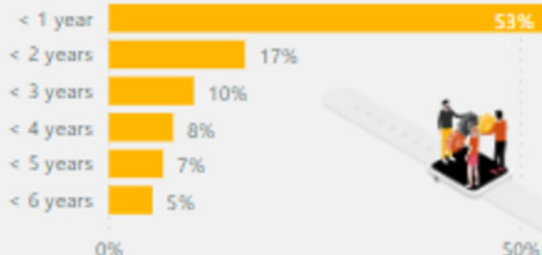
36%

Partner

17%

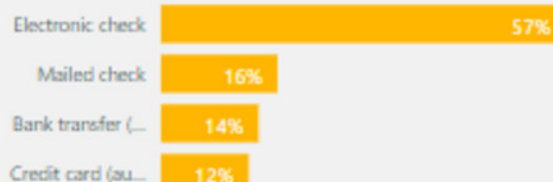
Dependents

## Subscription time

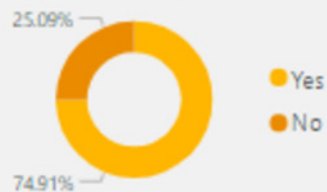


## Customer account information

### Payment method



### Paperless billing



### 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

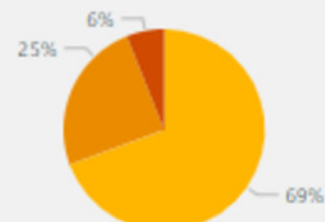
29% Device protection

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



## Contract type

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

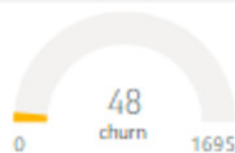


1695

Total customers

2.83%

churn rate %



\$6.28M

Yearly Charges

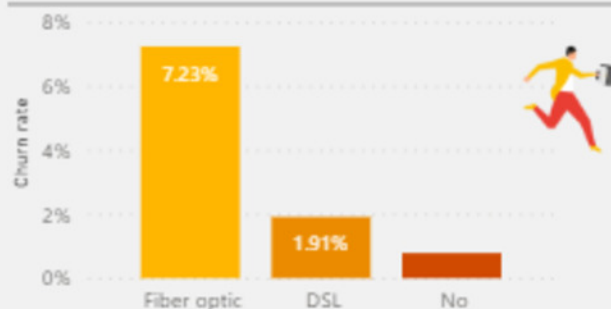
648

Tech Tickets

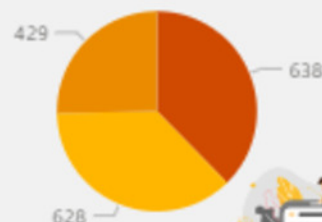
915

Admin Tickets

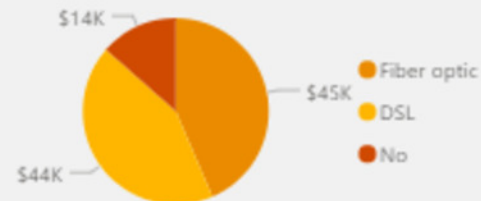
## Churn by type of internet service



## # of customers by internet service

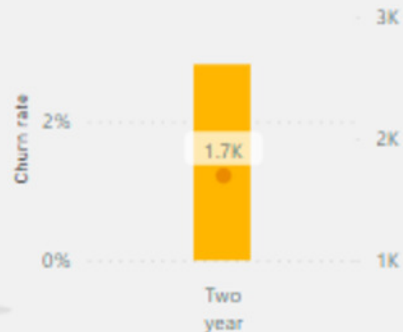


## Sum of monthly charges



## Type of contract

Churn rate Customers



## Years of contract

churn rate % Sum of MonthlyCharges



## Churn by payment method

churn rate % Sum of MonthlyCharges

