

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 (Churn="Yes")



1869

Count of customerID

2173

of Tech Tickets

885

of AdminTickets

\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Demographics

● Female ● Male

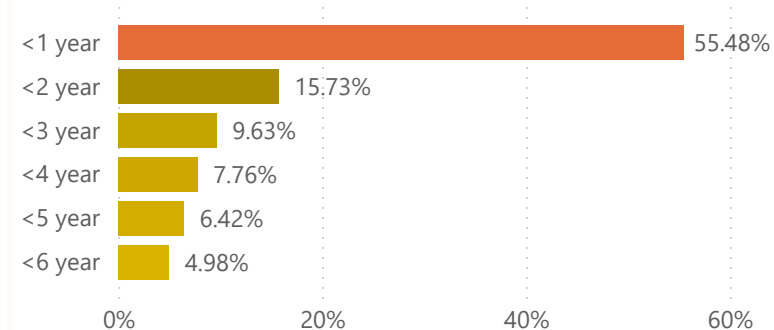


25.5%
Senior Citizen

35.8%
% of Partner

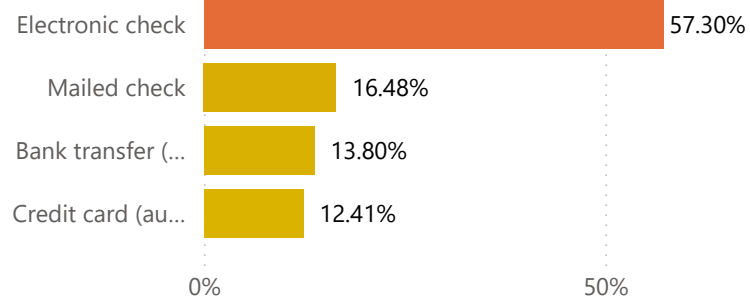
17.4%
% of Dependents

Subscription Time

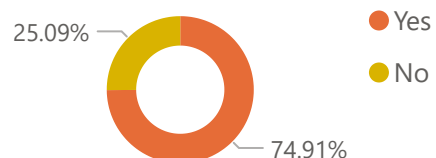


Customer Account Information

Payment Method



Paperless Billing



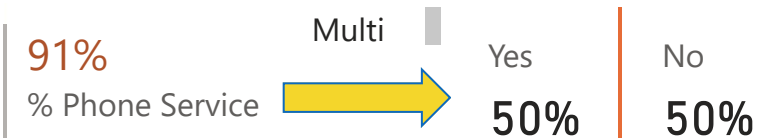
Average Charges

\$74.44
Monthly
\$1,531.80
Total

Types of Contract



Services Customers Signed up for



44%
% StreamingTV

44%
% StramingMovies

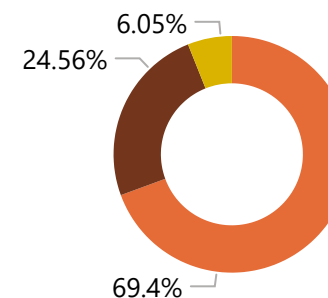
29%
% Device Protection

28%
% Online Backup

17%
% TechSupport

16%
% Online Security

● Fiber optic ● DSL ● No



Customer Risk Analysis



Risk of Churn

- ☐ No
☐ Yes

\$2.28K

Avg. Charge per...

26.54%

% ChurnRate

73.46%

% RetentionRate

\$64.76

Monthly Charges

\$16.06M

Yearly Charges

3632
Admin Tickets
2955
Tech Tickets

Internet Services

- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed

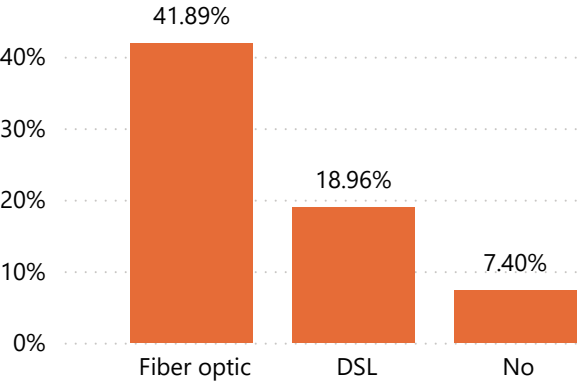
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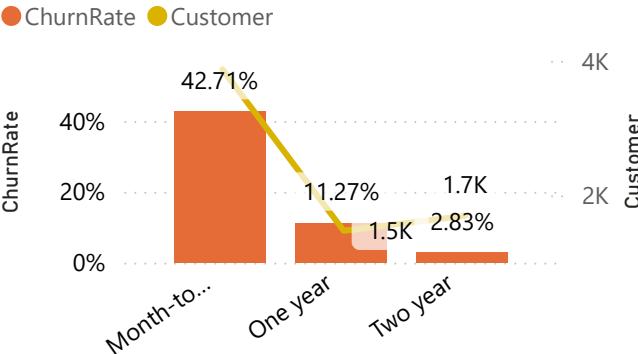
Contract Type

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

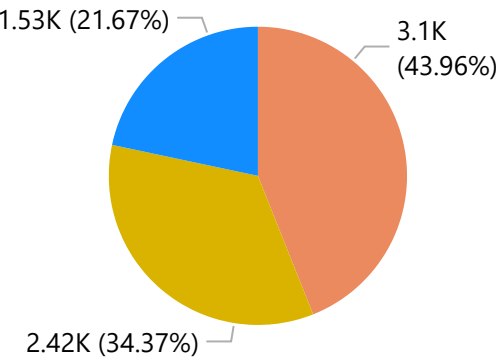
Churn By Type of Internet Services



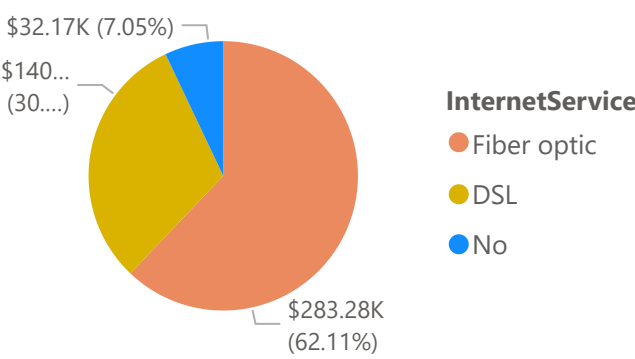
Types of Contract



of Customers By Internet Services

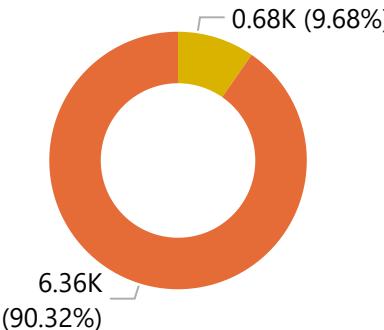


Sum Of Monthly Charges



of Customers By Phone Services

Phone... ☐ No ☐ Yes



Churn By Payment Method

