

WELCOME TO PHONENOW

KEY PERFORMANCE INDICATOR

- .Increase tech support capacity for fibre optic customers and lower tech tickets per customer to 0.5.
- .Increase sale of 1 and 2 year contract by 5% each.
- .Yearly increase of automatic payment by 5%.

CHURN DASHBOARD

- .Demographics
- .Customer Account Information
- .Services

Customer Risk Analysis

- .Internet service
- .Type of contract
- .Payment method

CHURN DASHBOARD

Number of Tech Tickets
2955

Customer at Risk
7043

Yearly charges
16.06M

Number of Admin Tickets
3632

Monthly Charges
456.12K

Demographics

Gender Wise Contribution



25%

% of Senior Citizen

36%

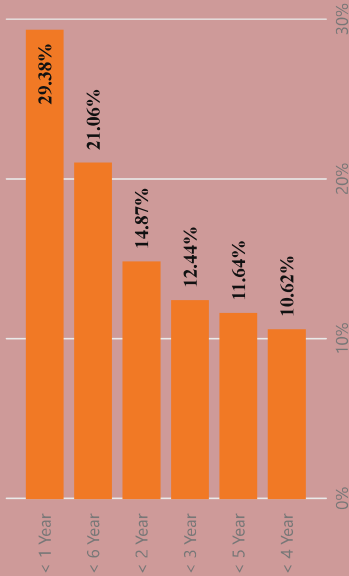
% of Partner

17%

% of Dependent

Subscription Time

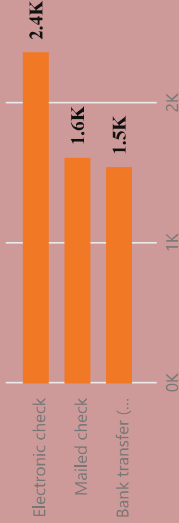
% Count of Churn by Subscription



Customer Account Information

Payment Method

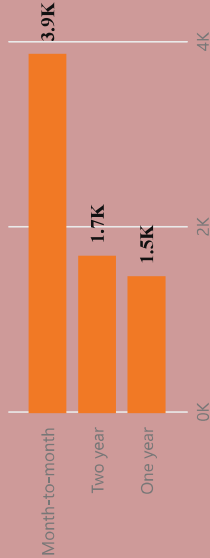
Count of PaymentMethod



Count of PaperlessBilling



Count of Contract by Contract



Services Customer Signed Up For

28%

% Online Backup

91%

% Phone Service

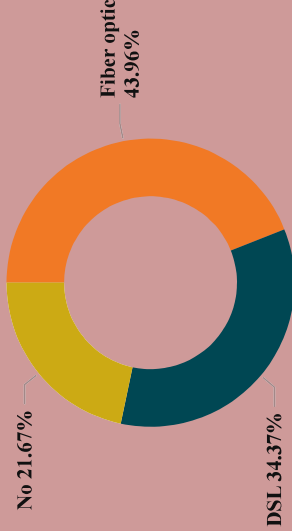
16%

% Online Security

44%

% Streaming movie...

Contribution of Internet services



Customer Risk Analysis

Contract

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

InternetService

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Churn

- ☐ No
- ☐ Yes

Tenure

Total Churn

7043

Churn Rate

27%

Churn



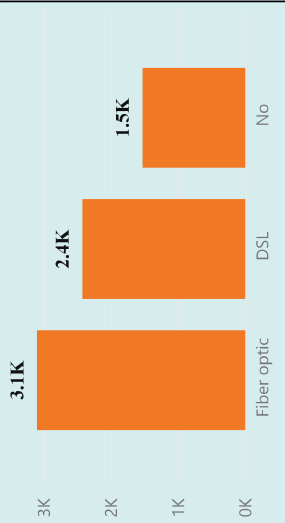
Admin Tickets

3632

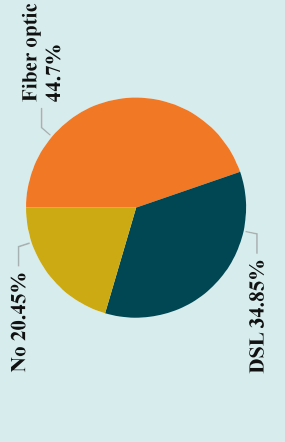
Tech Tickets

2955

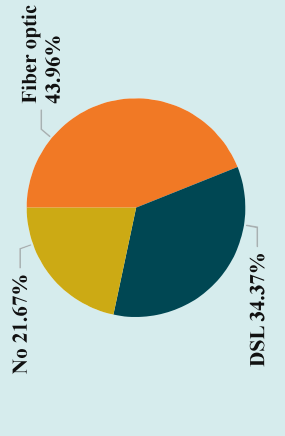
Churn by Type of InternetService



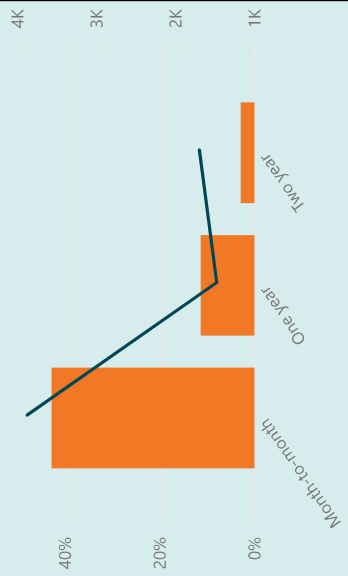
Number Of Customer By Internet Services



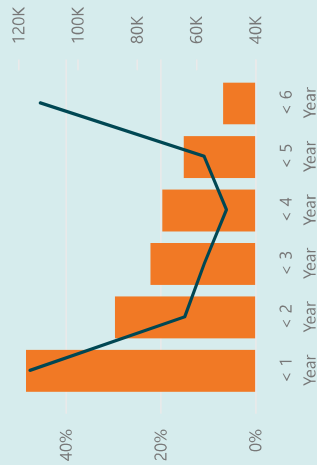
Sum of Monthly Charges



Type Of Contract



Years Of Contract



Churn by Payment Method

