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	Customer at Risk	Yearly charges	Number of Admin Tickets	Monthly Charges
2955	7043	16.06M	3632	456.12K

Demographics

Gender Wise Contribution

Female 49.52%
Male 50.48%

25%
% of Senior Citiz...

36%
% of Partner

17%
% of Dependent

Subscription Time

% Count of Churn by Subscription

Subscription	%
< 1 Year	29.38%
< 6 Year	21.06%
< 2 Year	14.87%
< 3 Year	12.44%
< 5 Year	11.64%
< 4 Year	10.62%
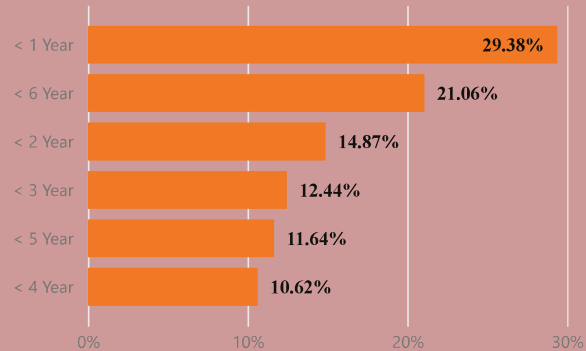
Customer Account Information

Payment Method

Count of PaymentMethod

Electronic check	2.4K
Mailed check	1.6K
Bank transfer (...	1.5K
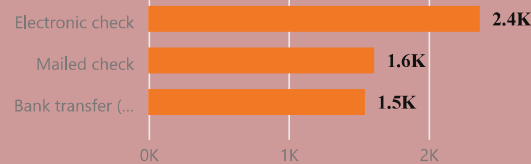
Count of PaperlessBilling

No 40.78%
Yes 59.22%

Count of Contract by Contract

Month-to-month	3.9K
Two year	1.7K
One year	1.5K
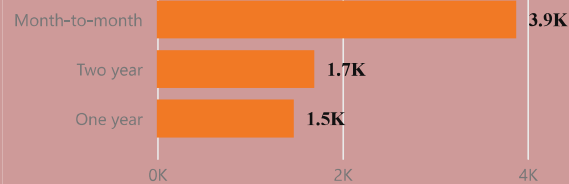
Services Customer Signed Up For

28%
% Online Backup

16%
% Online Security

91%
% Phone Service

44%
% Streaming mov...

Contribution of Internet services

No 21.67%
Fiber optic 43.96%
DSL 34.37%

Customer Risk Analysis
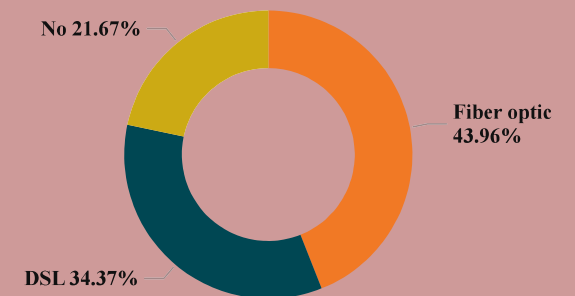
Contract
- [ ] Month-to-month
- [ ] One year
- [ ] Two year

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

Churn
- [ ] No
- [ ] Yes

Tenure
| 0 | 72 |

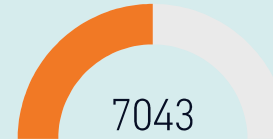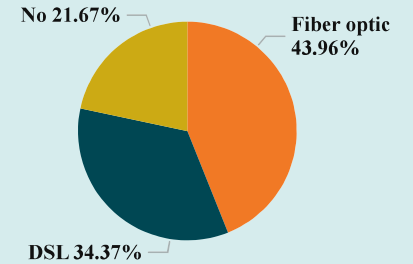| Total Churn	Churn Rate	Churn	Admin Tickets	Tech Tickets
7043	27%	7043	3632	2955

Churn by Type of InternetService
- Fiber optic: 3.1K
- DSL: 2.4K
- No: 1.5K
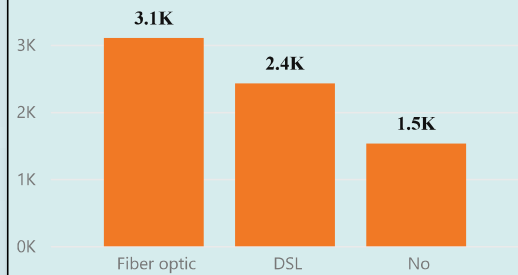
Number Of Customer By Internet Services
- Fiber optic 44.7%
- No 20.45%
- DSL 34.85%

Sum of Monthly Charges
- Fiber optic 43.96%
- No 21.67%
- DSL 34.37%

Type Of Contract
- Month-to-month
- One year
- Two year

Years Of Contract
- < 1 Year
- < 2 Year
- < 3 Year
- < 4 Year
- < 5 Year
- < 6 Year

Churn by Payment Method
- Electro... check
- Mailed check
- Bank transfer (auto...
- Credit card (auto...