

Welcome to PhoneNow

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of contract
- Payment method



Churn Dashboard



7043

Total Customer

3632

of Admin Ticket

2955

Tech Ticket

\$64.76

Average of MonthlyCharges

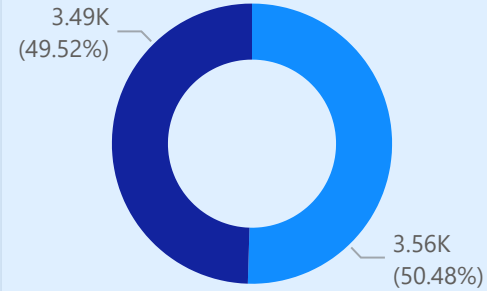
\$16.06M

Avg Yearly Charges



Demographics

● Male ● Female



25%

Senior-Citizen

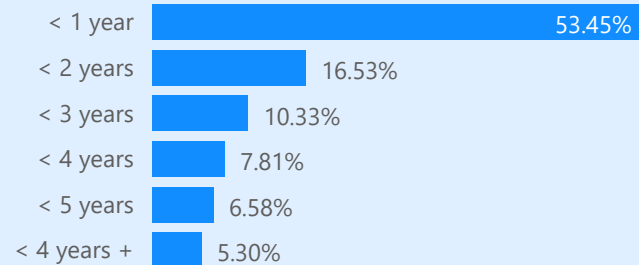
36%

Partner

17%

Dependent

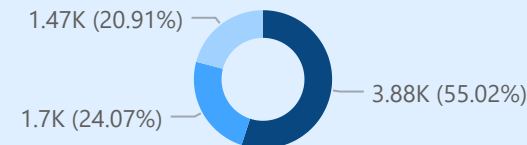
Subscription Time



Customer Account Information

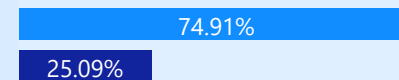
Contract Type

● Month-to-month ● Two year ● One year



Paperless Billing

● Yes ● No



Average Charges

\$74.44

Monthly

\$1,531.80

Total

Payment Method



Services customers signed up

91%

Phone Services

44%

Streaming TV

44%

Streaming Movies

29%

Device Protection

28%

Online Backup

17%

Tech Support

16%

Online Security

Multiple Lines

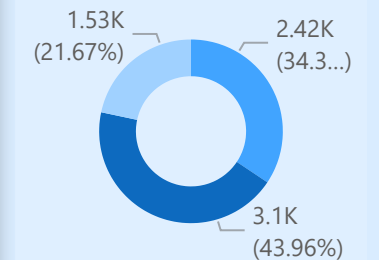
No 48.13%

Yes 42.18%

No ... 9.68%

Internet Service

● DSL ● Fiber optic ● No





Customer Risk Analysis



Risk of Churn

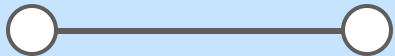
- ☐ No
- ☐ Yes

Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months subscribed

0 72



Contract Type

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

7043

Total Customers

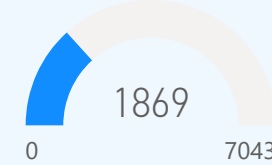
\$16.06M

Yearly Charges

26.54%

churn rate %

Churned



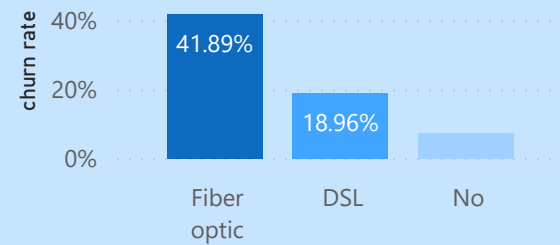
2955

Tech Ticket

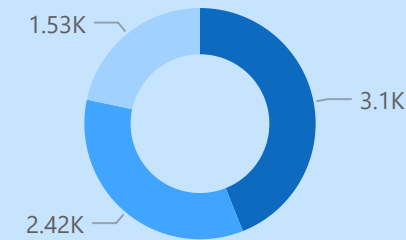
3632

Admin Ticket

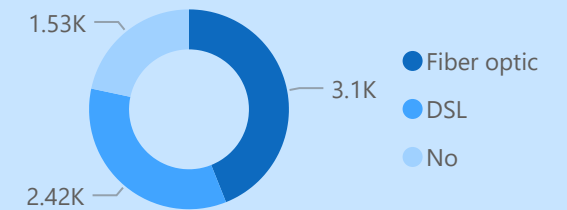
Churn by Internet Service



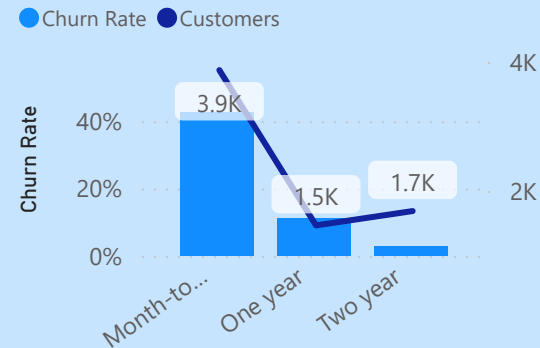
of Customer by Internet Service



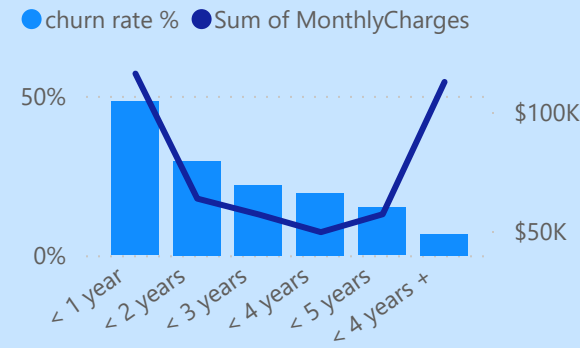
Total Monthly Charges by Internet Service



Churn By Type of Contract



Churn by Years of Contract



Churn by Payment Method

