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
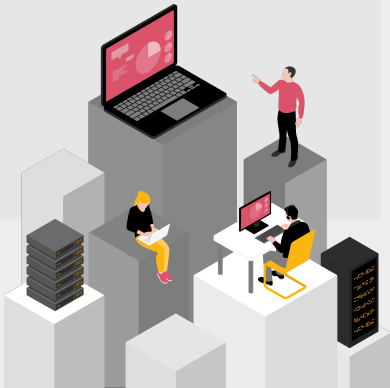- Services

Customer Risk Analysis

- internet service
- type of contract
- payment method

Churn Dashbord

1869 Customer at Risk	**2173** numTechTickets	**885** numAdminTickets	**139.13K** MonthlyCharges	**2.86M** TotalCharges

Demographics

● Female ● Male

49.8%

50.2%

25% SeniorCitizen in %

36% Partner in %

17% Dependents in %

<12 year — 54%
<2 year — 17%
4+ year — 11%
<3 year — 10%
<4 year — 8%

0%   50%
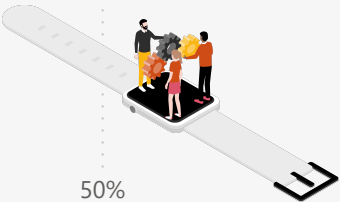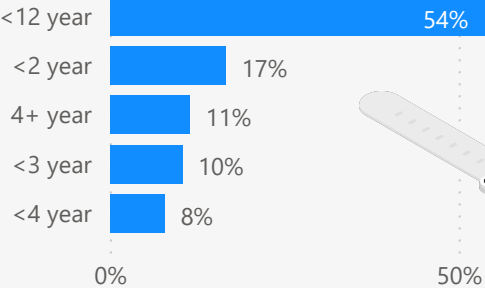
Customer Account Information

PaymentMethod

Electronic check — 57%
Mailed check — 16%
Bank transfer (... — 14%
Credit card (au... — 12%

Paperless Billing

25.09%

74.91%

● Yes
● No

Contract

Month-to-month — 1655
One year
Two year
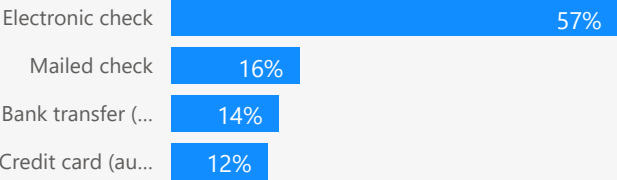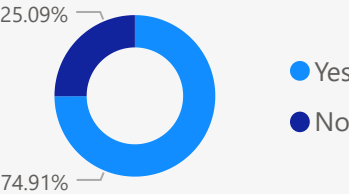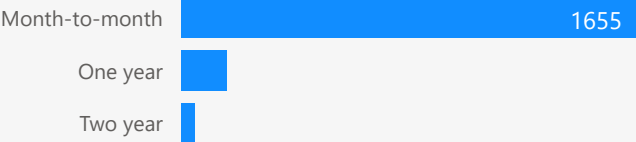
Services customers signed up

16% Online Sec. in %

28% Online Bacup in %

91% Phone Service in %

44% Streaming Movies i...

44% Streaming TV in %

● Fiber optic ● DSL ● No

6%
25%
69%
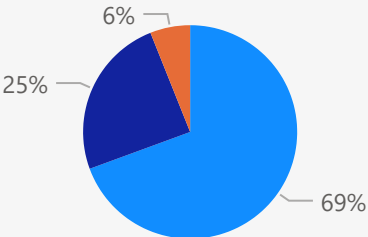
Customer Risk Analysis

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
Count of customerID

27%
churn rate %

1869
0   7043
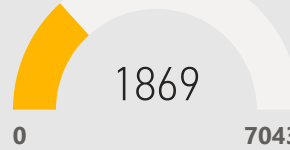
16.06M
TotalCharges

3632
AdminTickets

2955
TechTickets

Churn Type by Internet Service

churn rate %
- Fiber optic: 42%
- DSL: 19%
- No
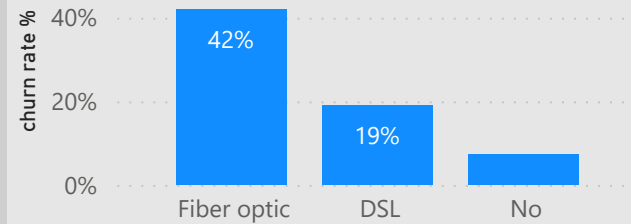
of customer by Internet Service
- 3.1K (Fiber optic)
- 2.42K (DSL)
- 1.53K (No)
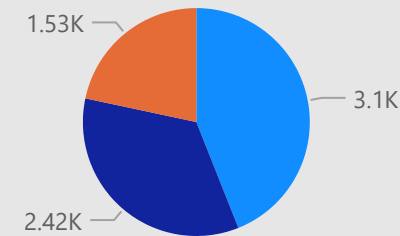
Sum of Monthly Charge
- Fiber optic
- DSL: 141K
- No: 32K
- 283K

Type of Contract
- ● churn rate % ● Count of customerID

churn rate %
- Month-to-...: 43%, 3.9K
- One year: 1.5K
- Two year: 1.7K

Years of Contract
- ● churn rate % ● MonthlyCharges

- <12 year
- <2 year
- <3 year
- <4 year
- (Blank)
- 4+ year
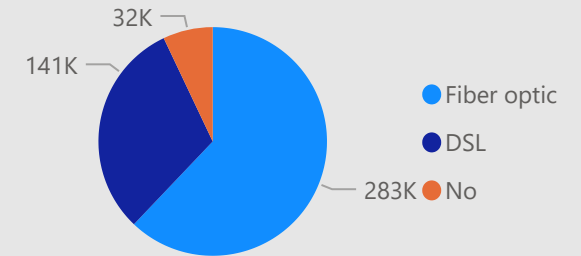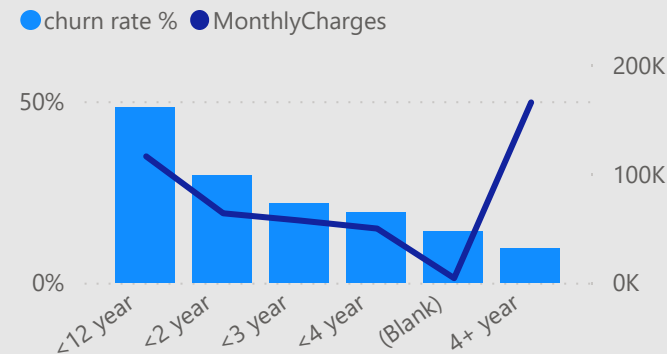
Churn by Payment Method
- ● churn rate % ● MonthlyCharges

- Electr... check
- Mailed check
- Bank transf...
- Credit card (...

Customer Retention

Customer Distribution by Gender

3.49K
(49.52%)

3.56K
(50.48%)
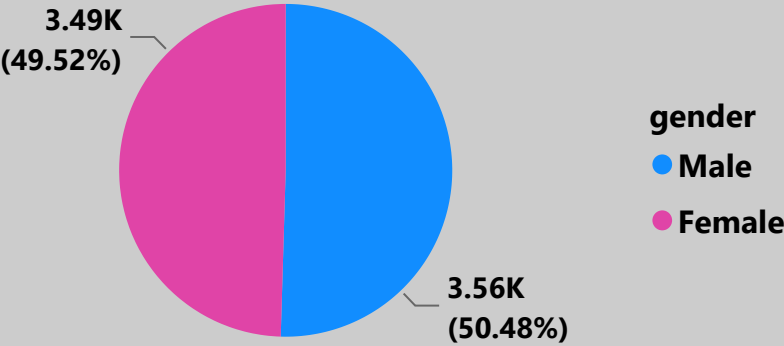
gender
- Male
- Female

1869
Total no of Customer Left

Customer left
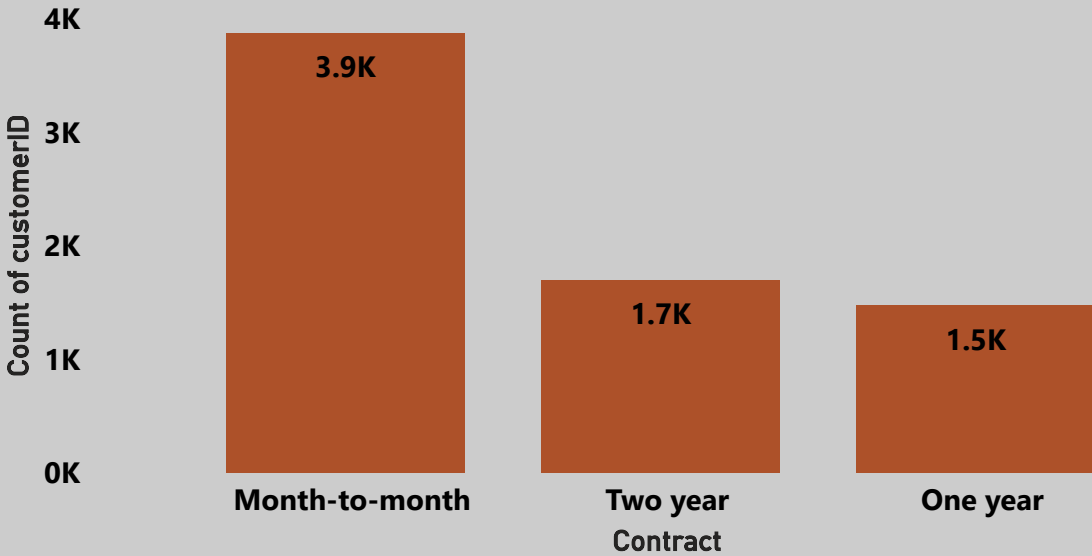
gender	Dependents	Partner	SeniorCitizen
Female	Yes	No	0

Contract	MonthlyCharges	numAdminTickets	numTechTickets	PaperlessBilling	TotalCharges	PaymentMethod	tenure
Month-to-month	69.40	0	0	Yes	571.45	Credit card (automatic)	9

InternetService	MultipleLines	OnlineSecurity	PhoneService	OnlineBackup	StreamingMovies	StreamingTV	TechSupport	DeviceProtection
DSL	No	No	Yes	No	Yes	Yes	Yes	No

Count of customerID — Contract

- Month-to-month: 3.9K
- Two year: 1.7K
- One year: 1.5K