

Welcome to PhoneNow



Click on the items below to drill into the analytics

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

This dashboard has a filter with churn = "yes"

1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets

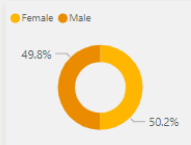
\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Demographics



25%

Senior-Citizen

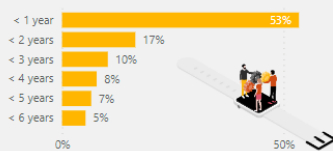
36%

Partner

17%

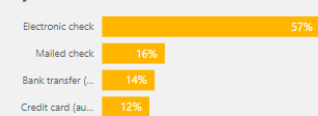
Dependents

Subscription time



Customer account information

Payment method



Paperless billing



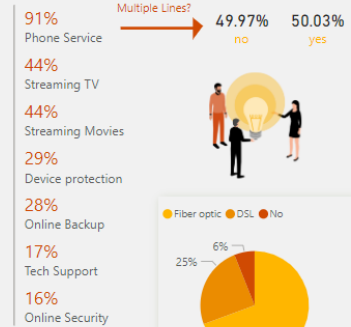
Average charges

\$74.44
Monthly
\$1,531.80
Total

Type of contract

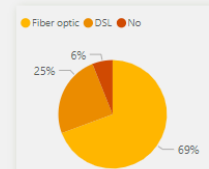


Services customers signed up for



Multiple Lines?

49.97% no 50.03% yes





Customer Risk Analysis



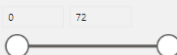
Risk of churn

- ☐ No
☐ Yes

Internet service

- ☐ DSL
☐ Fiber optic
☐ No

Months subscribed



Contract type

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

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

2955

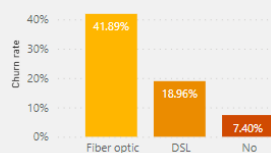
Tech Tickets

3632

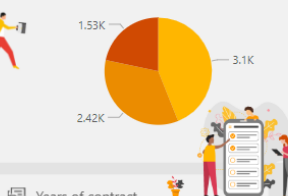
Admin Tickets



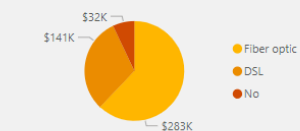
Churn by type of internet service



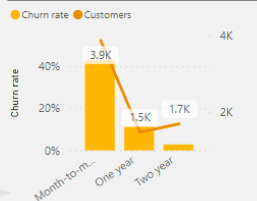
of customers by internet service



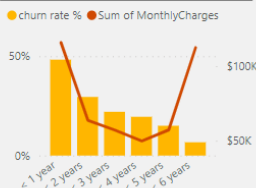
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

