Welcome to PhoneNow

Key Performance Indicators

1. Increase Tech support capacity for Fiber Optic customers.
2. Increase sales of 1 year as well as 2 year contracts.
3. Increase automatic payment methods for all services

Churn Dashboard

- Demographics
- Customer Account Information
- Services offered

Customer Risk Analysis

- Type of Internet service
- payment method
- type of contract

CHURN DASHBOARD

1869
Customers at Risk

2173
of Tech Tickets

885
of Admin Tickets

$2.86M
Total Yearly Charges

$139.13K
Total of Monthly Charges

Demographics

49.76%

gender
- Female
- Male

50.24%
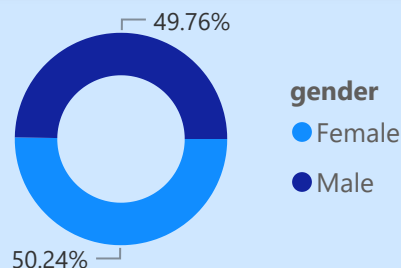
36%
Partner

17%
Dependent

25%
Senior Citizen

17.98
Average of tenure

Customer Account Info

Payment Method

Electronic check	57.30%
Mailed check	16.48%
Bank transfer (...	13.80%
Credit card (au...	12.41%
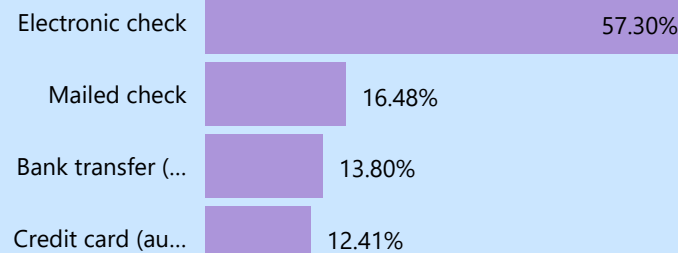
Paperless Billing

25.09%

- Yes
- No

74.91%
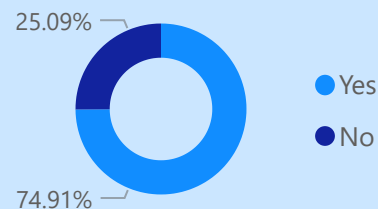
Average Charges

$74.441332...
Monthly

$1,531.7960...
Total

Type of Contract

Month-to-month	88.55%
One year	8.88%
Two year	2.57%
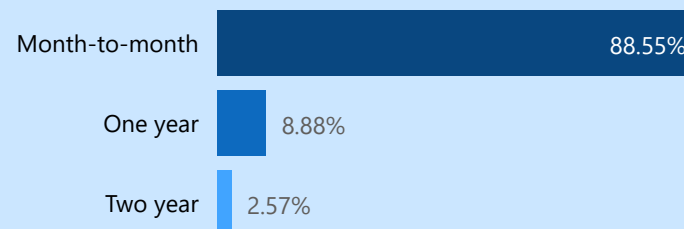
Services

28%
Online Backup

16%
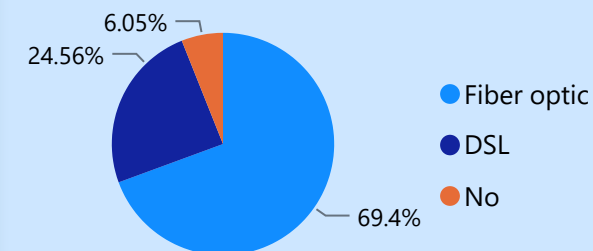Online Security

91%
Phone Service

44%
Streaming Movies

44%
Streaming TV

17%
Tech Support

29%
Device Protection

Multiple Lines?

45%
No

45%
Yes

Internet Connection

6.05%

24.56%

- Fiber optic
- DSL
- No

69.4%

Customer Risk Analysis

27%
Churn Rate

7043
Customers

$16.06M
Yearly Total Charges

3632
Admin Tickets

2955
Tech Tickets

Churn

0   1869   7043

Months
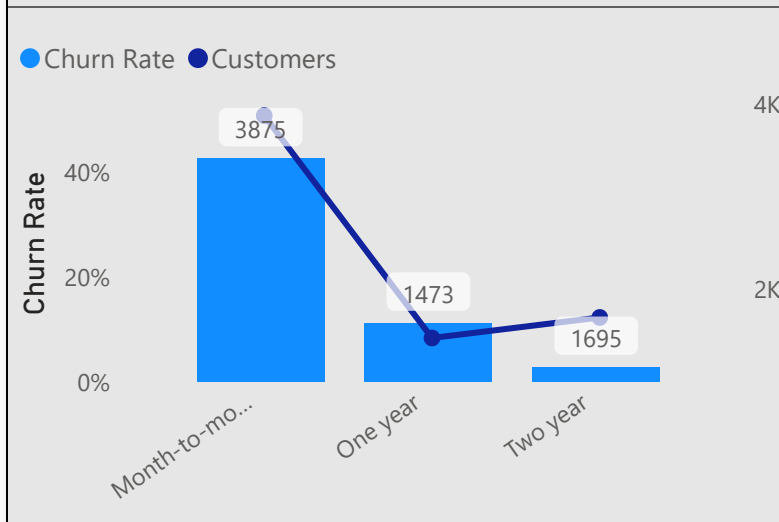0   72

Churn Rate by Type of Internet Service

Churn Rate vs Internet Service (Fiber optic, DSL, No)
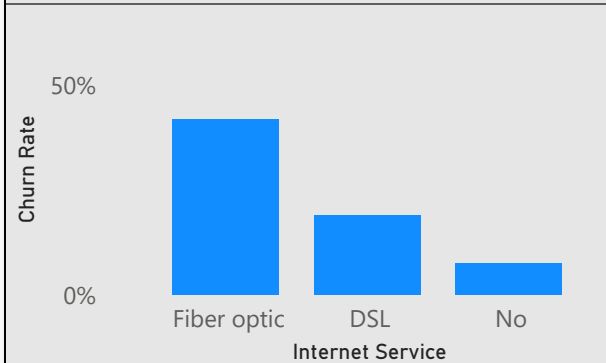
Total Customers in each Internet service

InternetService
- Fiber optic — 3.1K
- DSL — 2.42K
- No — 1.53K
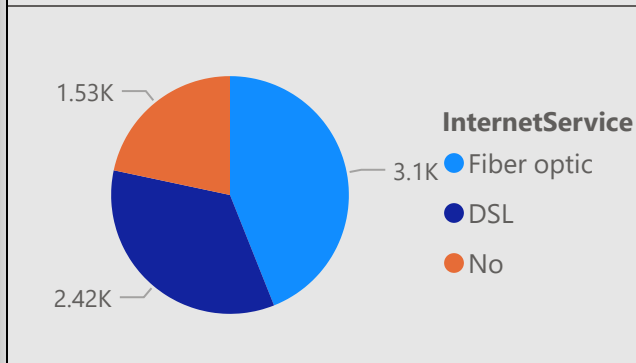
Sum of Monthly Charges of InternetService

InternetService
- Fiber optic — $283.28K
- DSL — $140....
- No — $32.17K

Type of Contract

● Churn Rate ● Customers

Month-to-mo... 3875
One year 1473
Two year 1695

Churn by Payment Method

● Churn Rate ● Sum of MonthlyCharges

Electronic check, Mailed check, Bank transfer (automatic), Credit card (automatic)