



# Welcome to Phone Now



## Key Performance Indicators



1. Increase Tech support capacity for Fiber optic customer 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 Services
- Types of Contract
- Payment Method



# Churn Analysis Dashboard



Customers at Risk

7043

No. of Tech tickets

2955

No of Admin Tickets

3632

Yearly Chargers

16.06M

Monthly Chargers

456.12K

## Demographics

Count of Gender



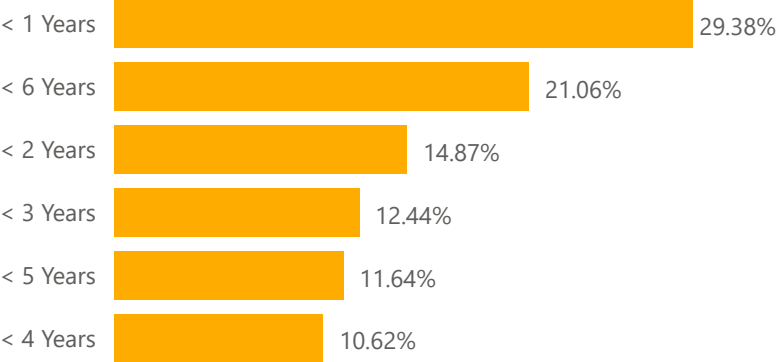
25%  
Senior Citizens

36%  
Partner

17%  
Dependents

Subscription Time

%GT Count of Churn



## Customer Account Information

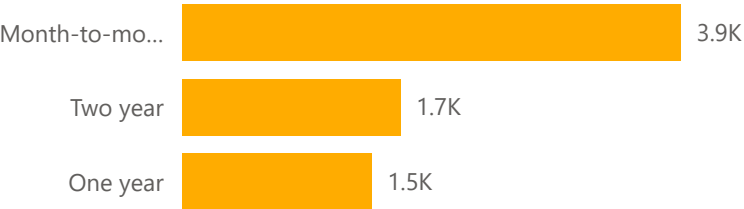
Payment Method



Count of Paperless Billing



Count of Contract



## Service Customer Sign Up for

28%  
Online Backup in %

91%  
Phone Services in %

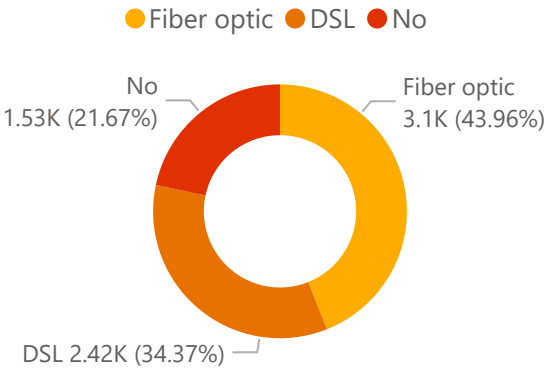
16%  
Online Sec in %

44%  
Streaming Movies in %

44%  
Streaming TV in %

29%  
Device Protection in %

Count of Internet Service





# Customer Risk Analysis



## Churn

- ☐ No
- ☐ Yes

## Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

## Contract

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

## Tenture

0

72



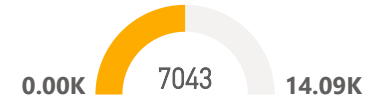
Count of Churn

7043

Churn Rate

27%

Count of Customer



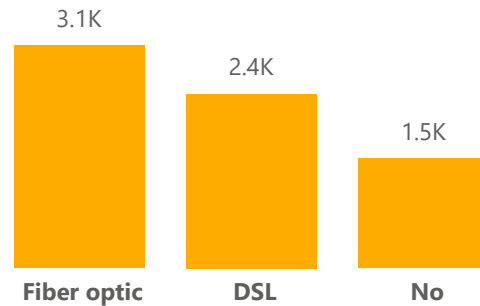
Num Tech Tickets

2955

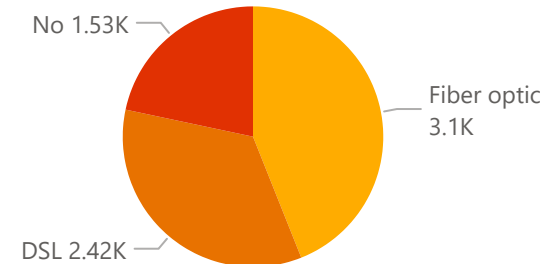
Num Admin Tickets

3632

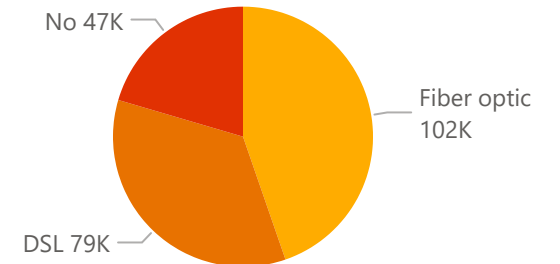
Count of Churn by InternetService



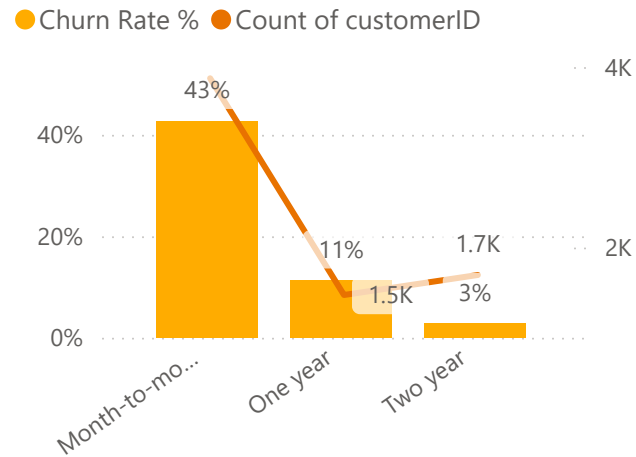
Count of Customer by Internet Service



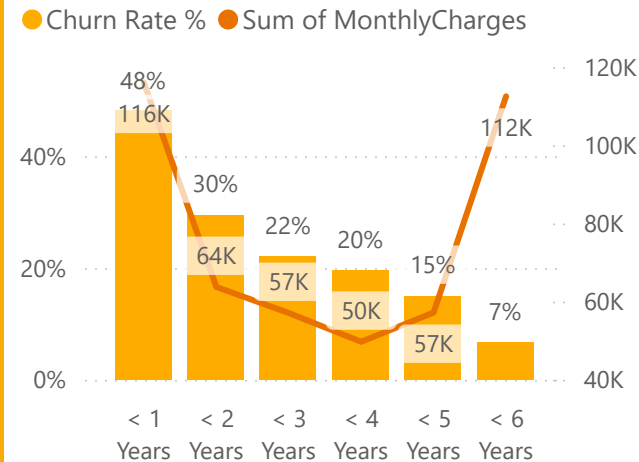
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

