



Welcome To PhoneNow



Key Performance Indicators

1. Increase tech support capacity for Fiber Optic customer and lower tech tickets per customer to .5
2. Increase sale of 1 and 2 year contracts by 5% each
3. Yearly increase of automatic payments by 5%

Churn Dashboard

- . Demographic
- . Customer Account Information
- . Services

Customer Risk Analysis

- . Internet Services
- . Type Of Contract
- . Payment Method

CHURN DASHBOARD



1869

Customer In Risk

885

of AdminTickets

2173

of TechTickets

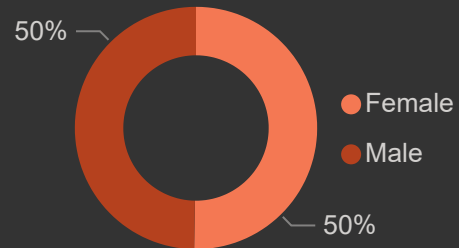
\$139.1K

Monthly Charges

\$2.86M

Yearly Charges

Demographic Info

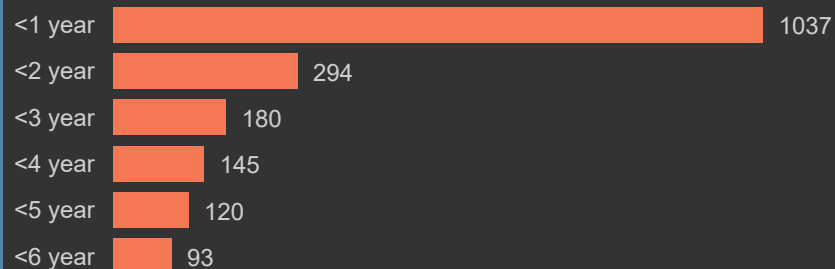


25%
%SeniorCitizen

36%
% Partner

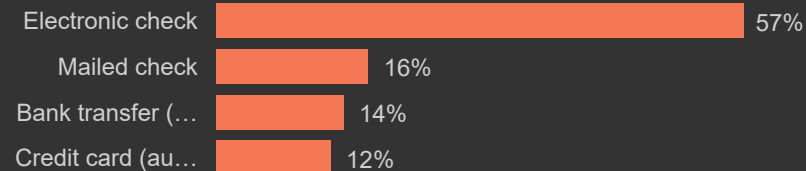
17%
% Dependents

Count of Churn by tenure in year



Customer Account Information

Payment Method



Paperless Billing

● Yes ● No



Average

\$74.4
Monthly
\$1,531.80
Total

Contract



Services Customer Sigen Up

MultipullLine

91%
% phone service

45.48%
Yes

44%
% StreamingTv

45.43%
No

44%
% StreamingMovies

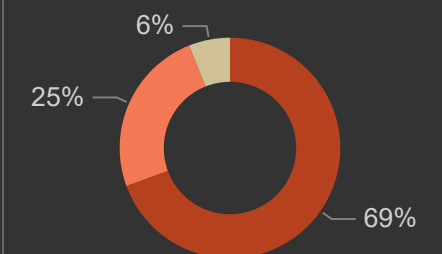
29%
% DeviceProtection

28%
%OnlineBackup

16%
%OnlinSecurity

17%
%techSupport

● Fiber optic ● DSL ● No



Customer Risk Analysis



7043

of customers

26.54%

%Churn

\$16.06M

Total Charges

3632
AdminTickets
2955
TechTickets

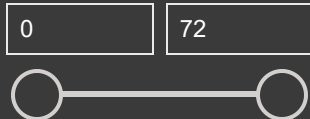
Churn

- ☐ No
☐ Yes

InternetService

- ☐ DSL
☐ Fiber optic
☐ No

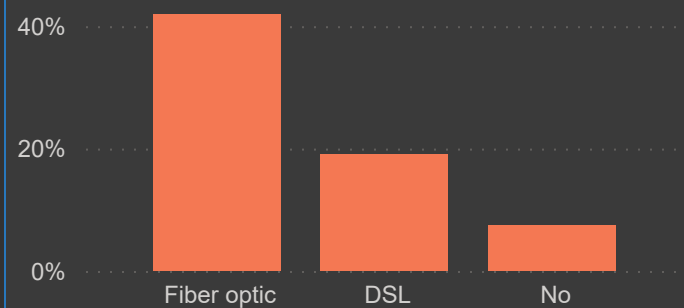
Tenure



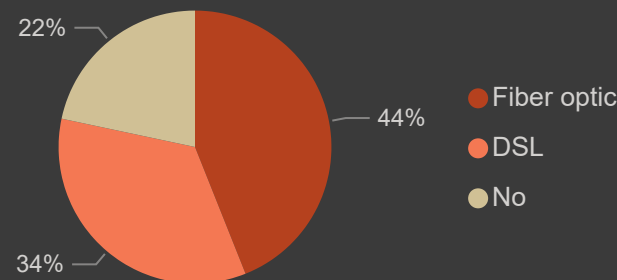
Contract

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

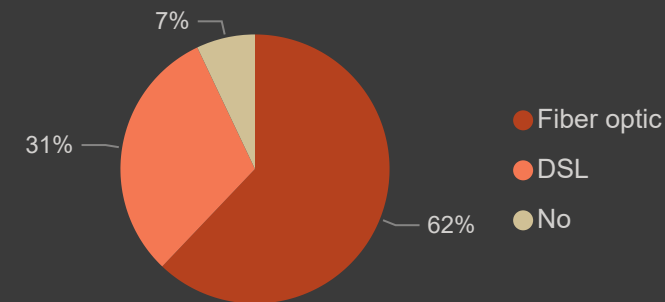
Churn by InternetService



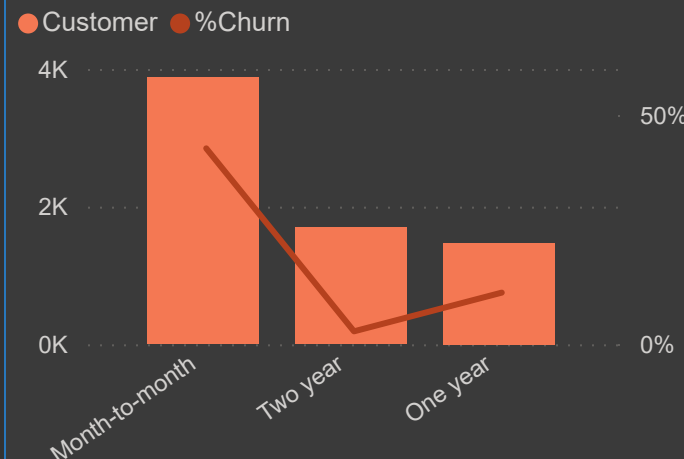
customers By InternetService



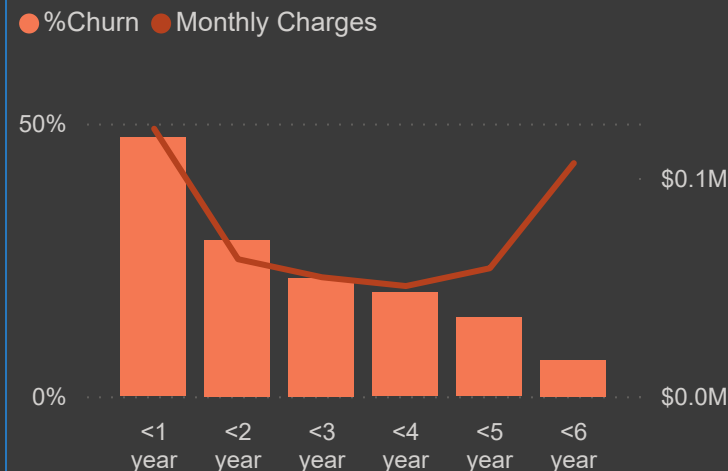
MonthlyCharges by InternetService



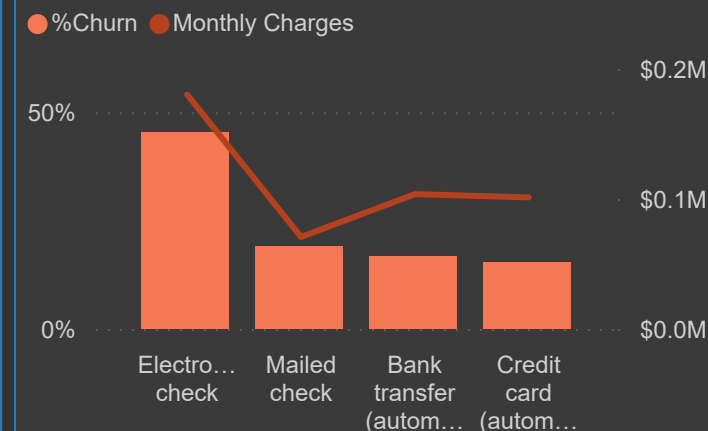
Contract By Customers and %Churn



Tenure By %Churn And MonthlyCharges



PaymentMethod By %Churn and MonthlyCharges



Churn Analysis



Churn

No

Yes

Services

7043

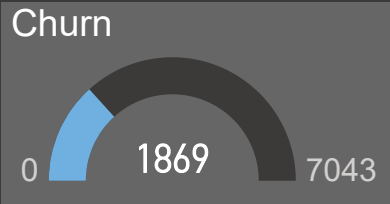
Customer

\$456.1K

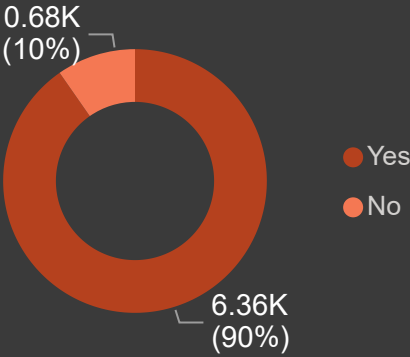
Monthly Charges

\$16.06M

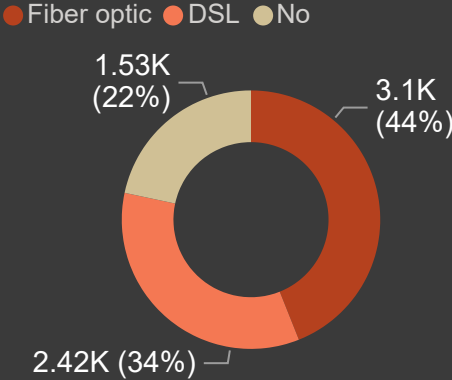
Total Charges



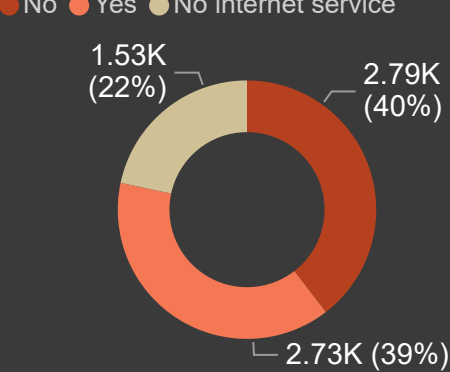
PhoneService



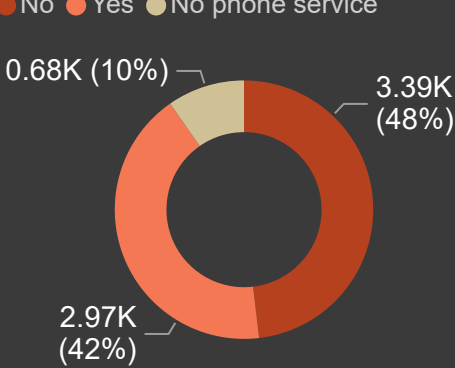
InternetService



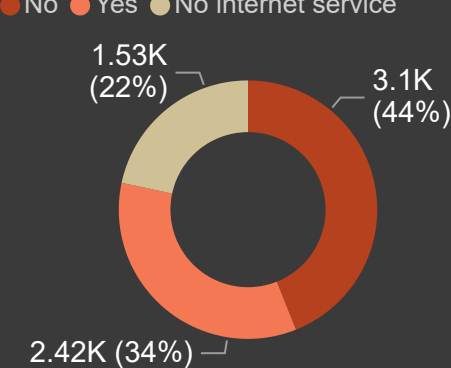
StreamingMovies



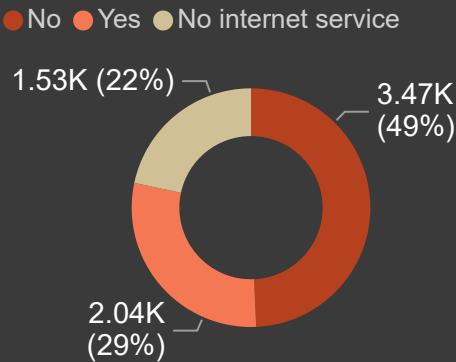
MultipleLines



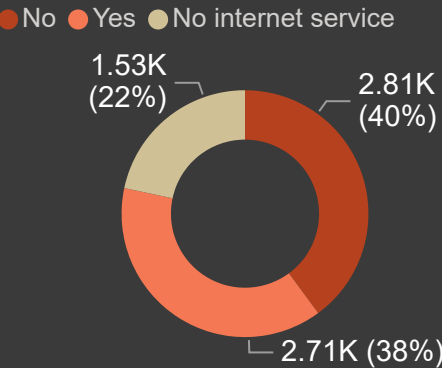
DeviceProtection



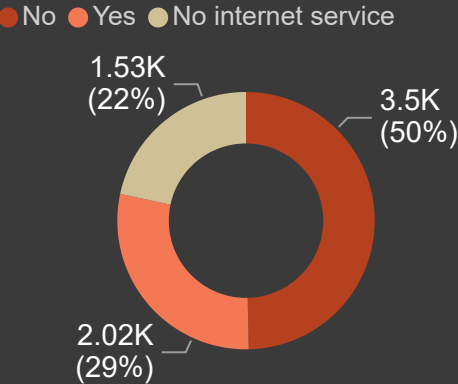
TechSupport



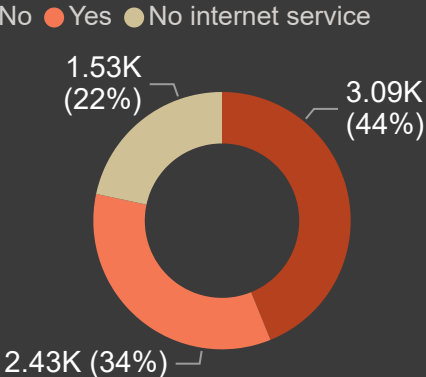
StreamingTV



OnlineSecurity



OnlineBackup



DeviceProtection

