



Welcome to PhoneNow



Key Performance Indicators

- Optimize Fiber Optic tech support: Reduce tickets to 0.5 per customer
- Boost 1 and 2-year contract sales by 5% each
- Grow automatic payments by 5% annually

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of contract
- Payment Method





Churn Dashboard



1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets



\$2.86M

Yearly Charges

\$139.13K

Sum of MonthlyCharges



Demographics

Female Male

25%

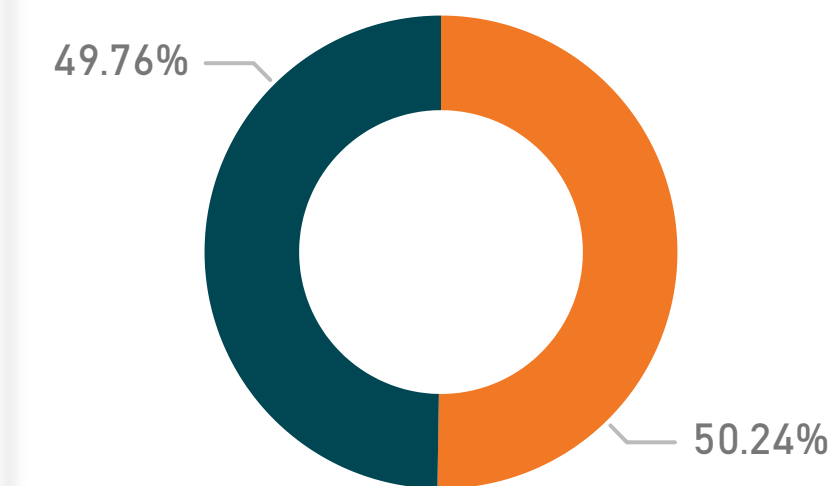
Senior Citizen

36%

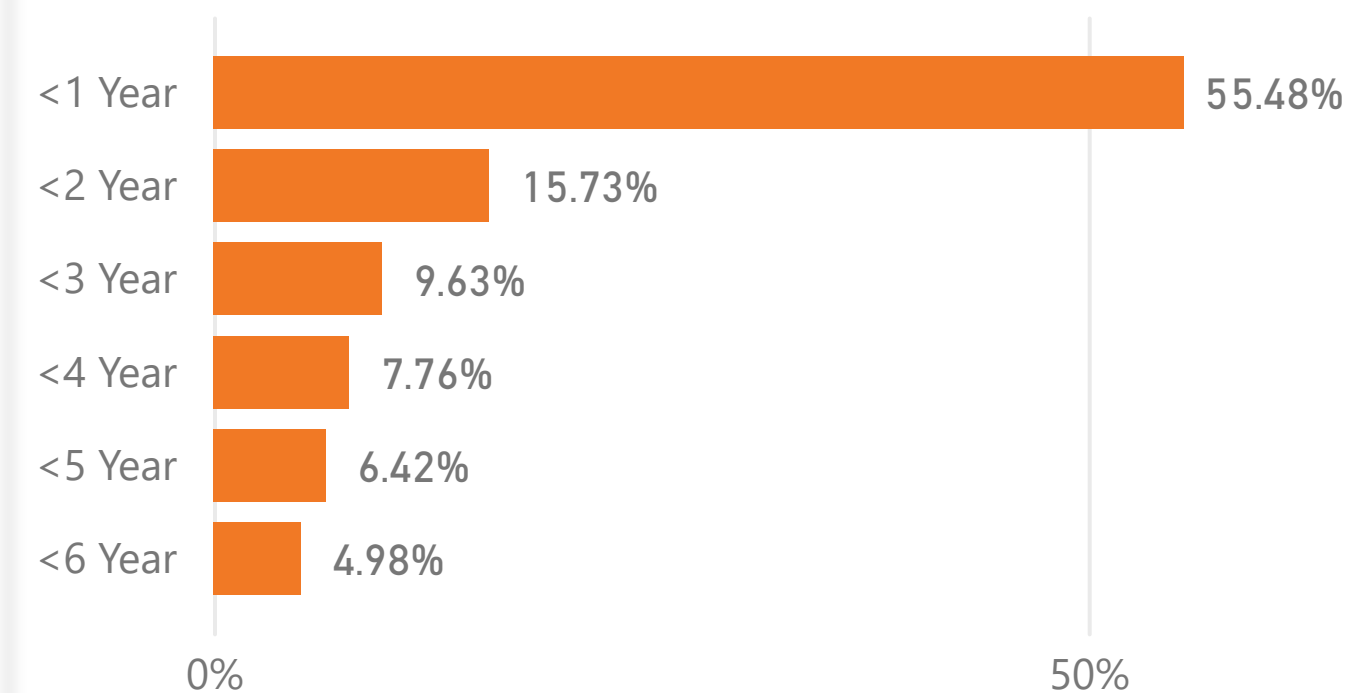
Partner

17%

Dependents

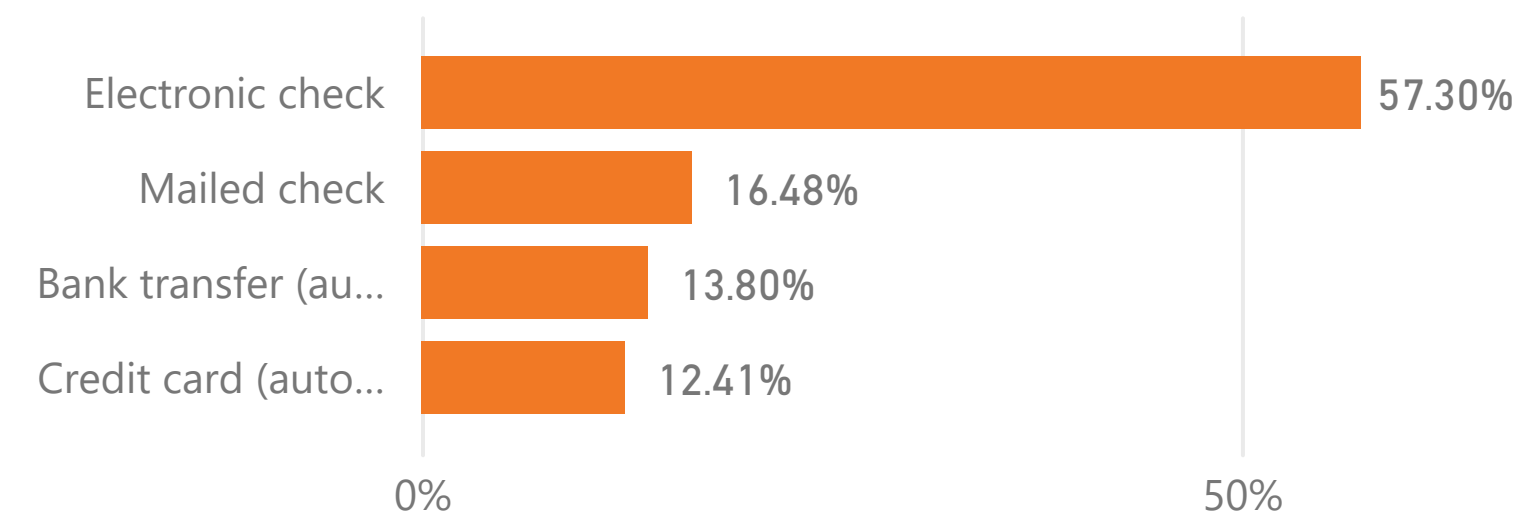


Subscription Time

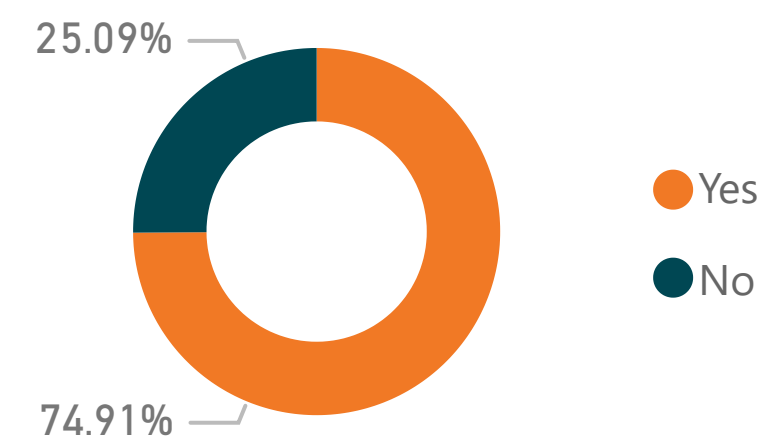


Customer Account Information

Payment Method



Paperless Billing



Average Charges

\$74.44
Monthly
\$1,531.80
Total

Types of Contract



Services Customers Signed up for

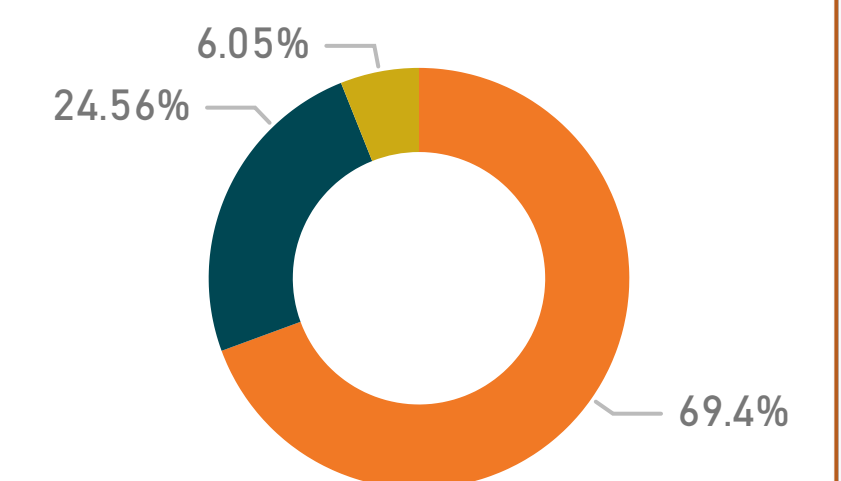
91% Phone Service
44% Streaming TV
44% Streaming Movies
29% Device protection
28% Online Backup
17% Tech Support
16% Online Security

Multiple Lines

49.97% 50.03%
NO Yes



Fiber optic DSL No





Customer Risk Analysis

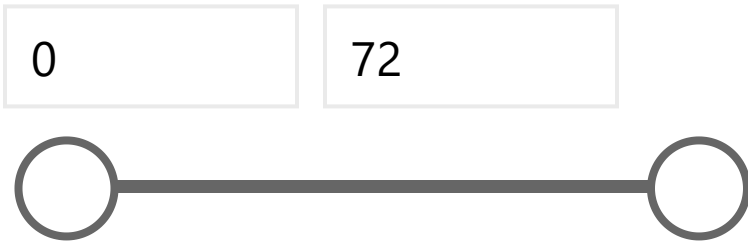
Risk of Churn

- ☐ No
- ☐ Yes

Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months Subscribed



Contract Type

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

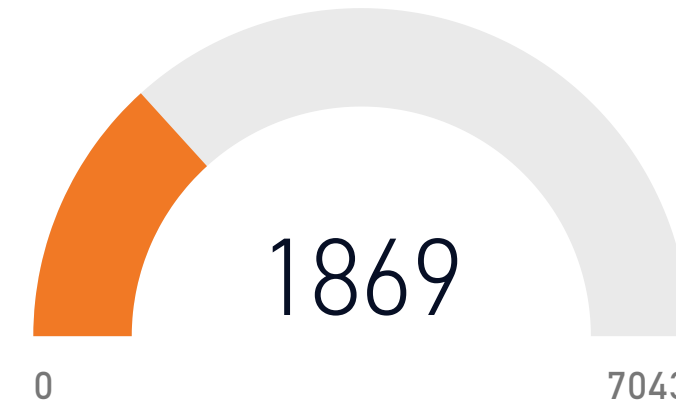


7043

Total Customer

26.54%

Churn Rate %



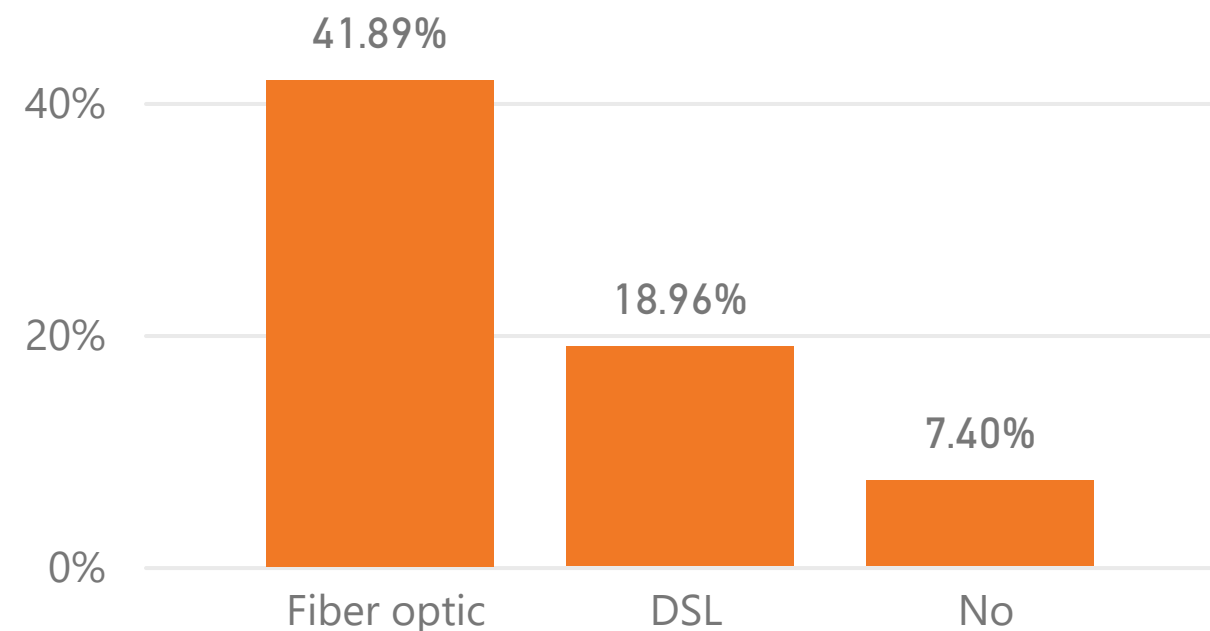
\$16.06M

Yearly Charges

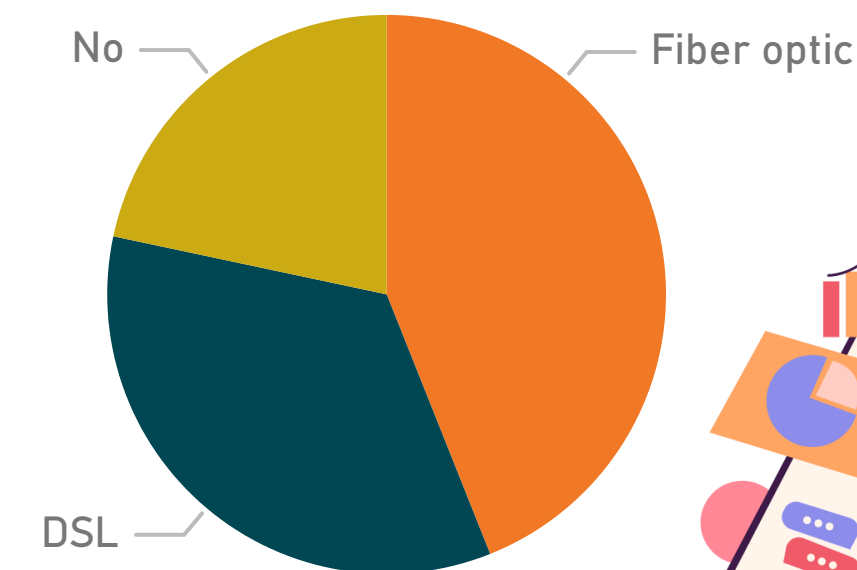
3632
Admin Tickets
2955
Tech Tickets



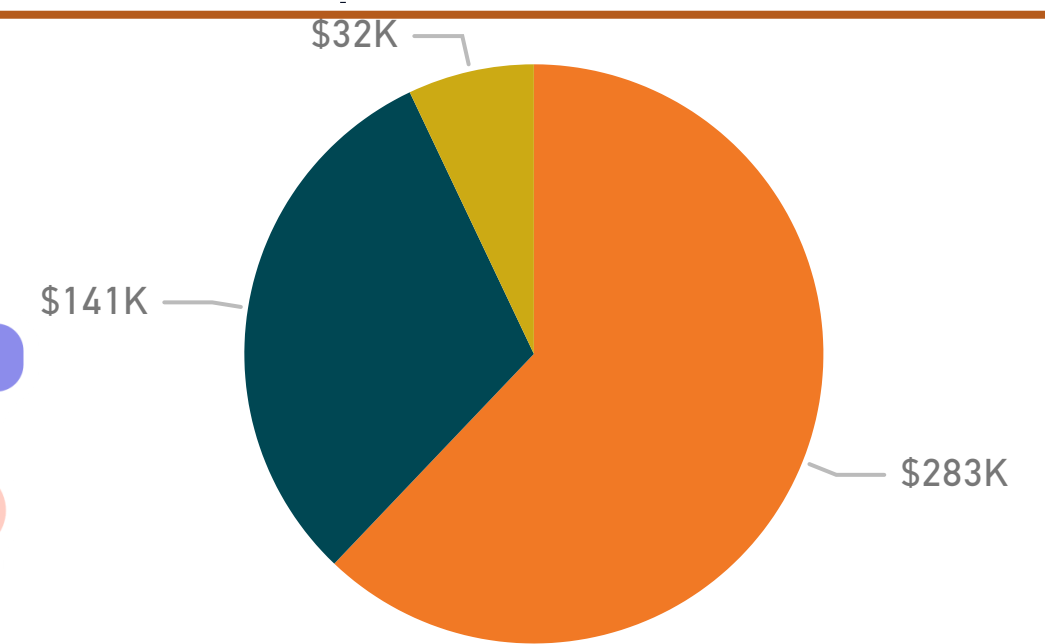
Churn By Type of Internet



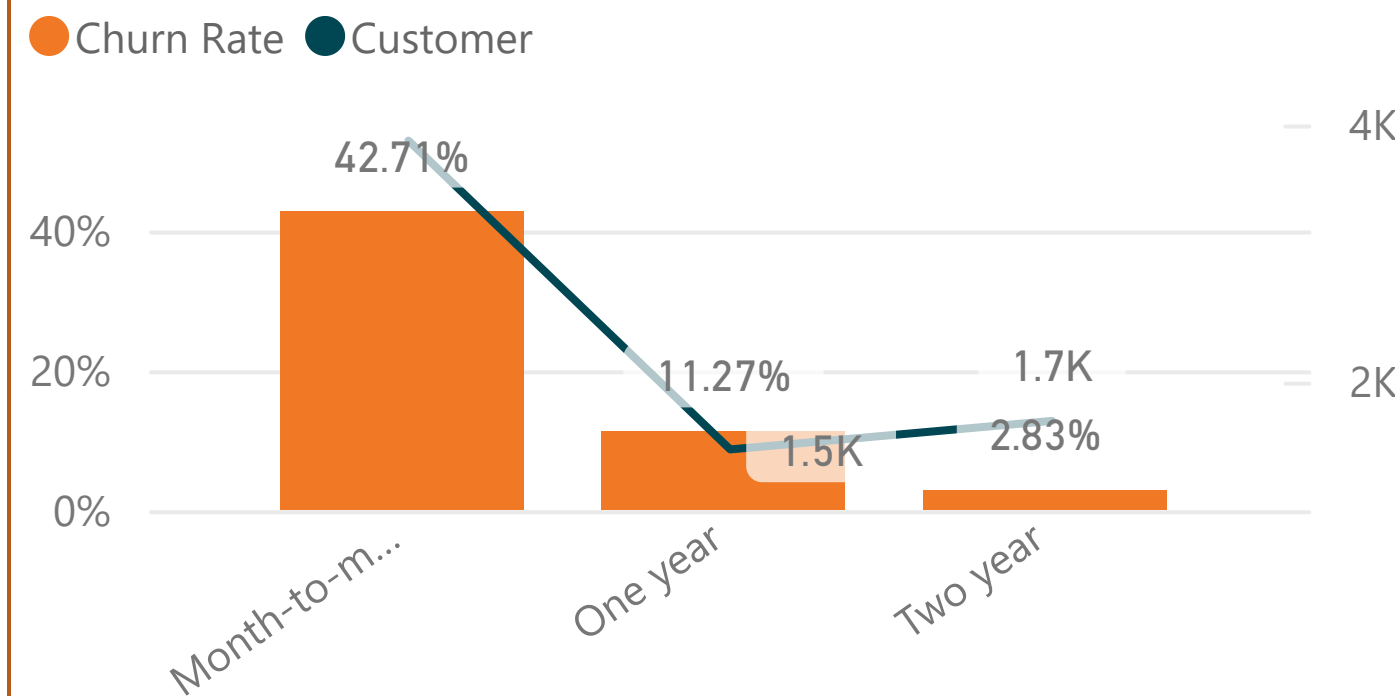
#of customers by Internet



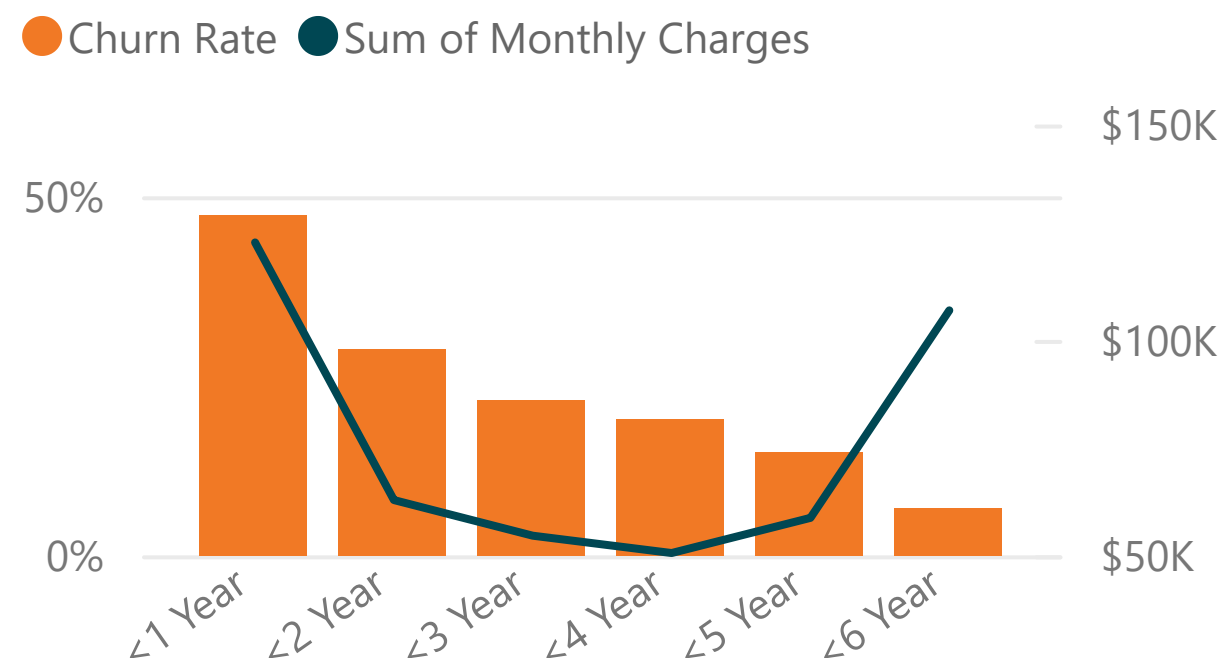
Sum of Monthly



Type of Contract



Years of



Churn by Payment

