

Welcome To PhoneNow

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 Analysis

- 1) Customer Account Information.
- 2) Service Provided
- 3) Customer Retention

Customer Risk Analysis

- 1) Internet Service
- 2) Type of Contract
- 3) Payment Method

CHURN ANALYSIS

Gender



Partner

36%

Senior Citizen

25%

Dependent

17%

Contract

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

PhoneService

Streaming Movies

Streaming TV

Device Protection

Online Backup

Online Security

100.00%

44%

44%

29%

28%

16%

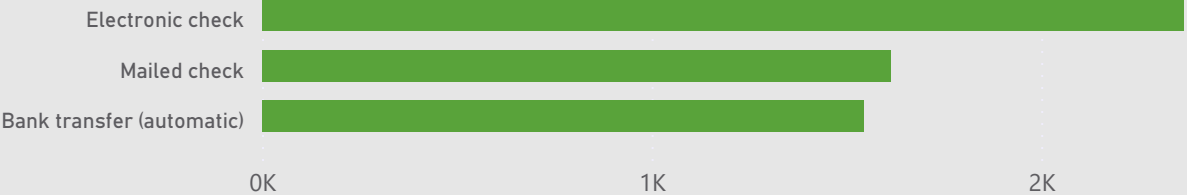
Avg Monthly Charges

64.76

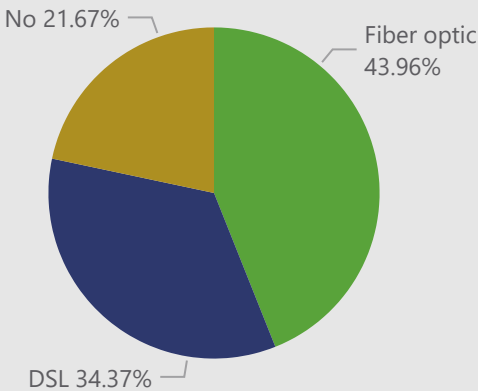
Avg Total Charges

2.28K

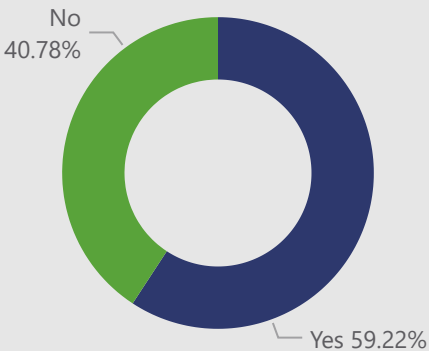
Payment Method



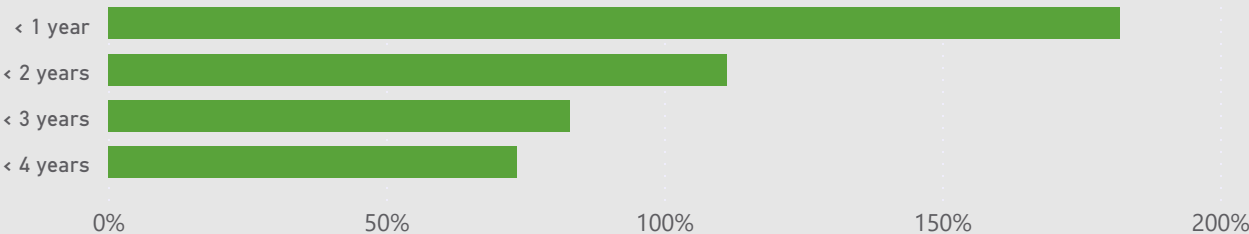
Internet Services



Paperless Billing



Subscription



CUSTOMER RISK ANALYSIS

Total Customers

7043

Tech Tickets

2955

Admin Tickets

3632

Yearly Charges

\$16.1...

Churn Rate

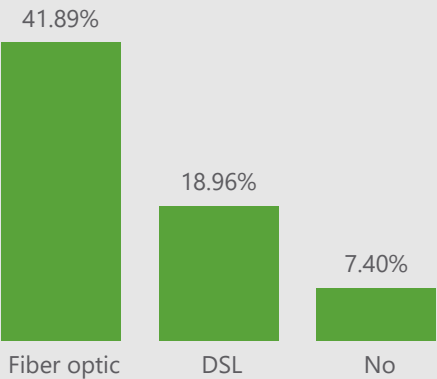
26.5%

Tenure

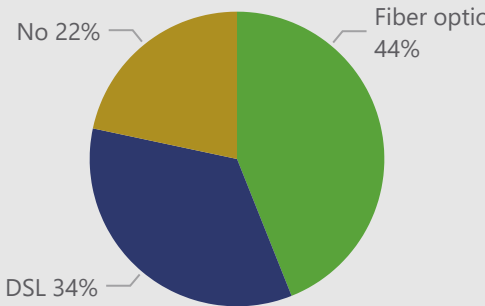
All



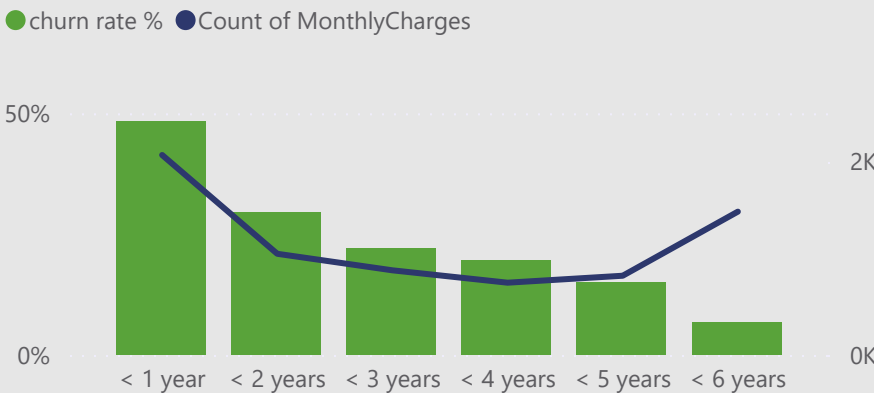
Churn by Internet Service



Customer By Internet Service



Contract Years



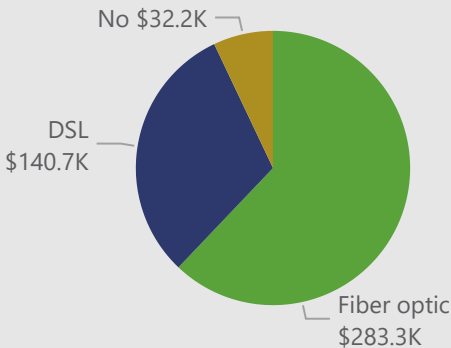
Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No

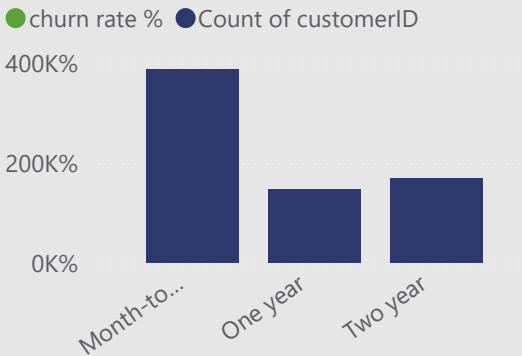
Contract

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

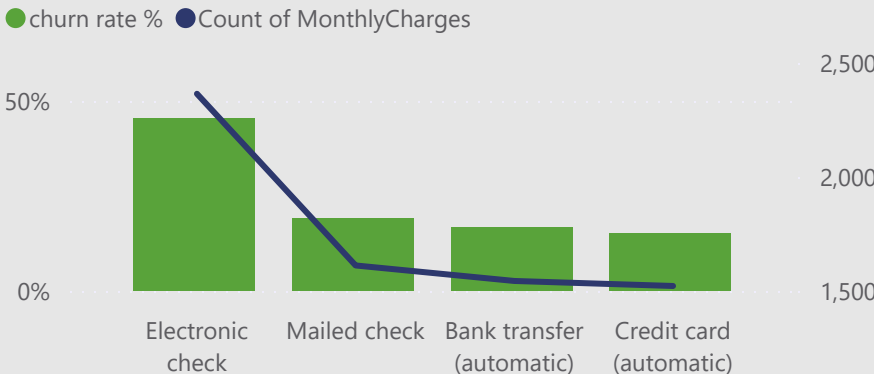
Monthly Charges



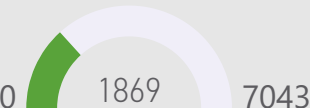
Contract Type



Churn By Payment Method



Churn



Churn Risk

- ☐ No
- ☐ Yes