

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%.

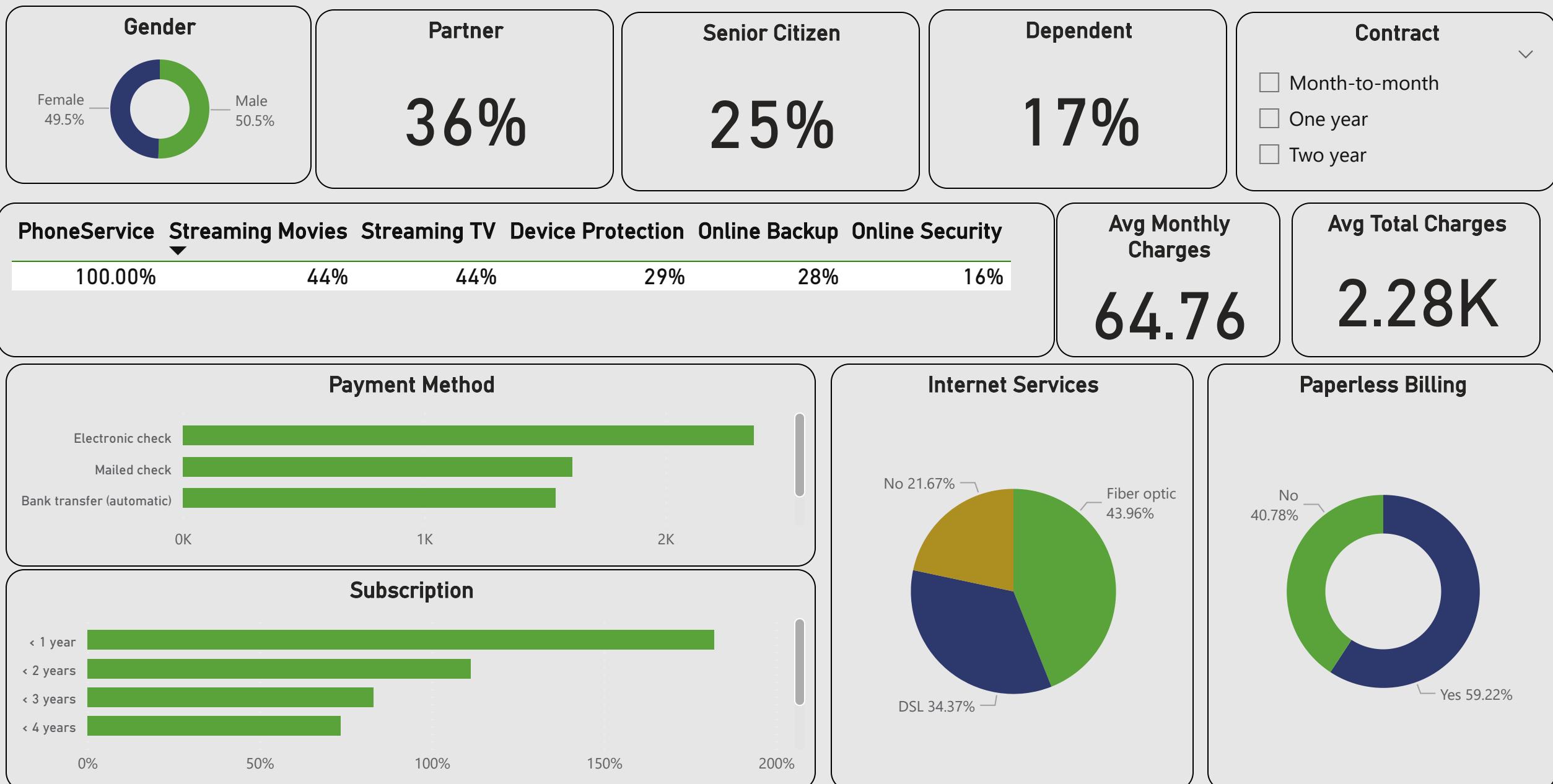
Churn Analysis

- 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



CUSTOMER RISK ANALYSIS

Total Customers

7043

Tech Tickets

2955

Admin Tickets

3632

Yearly Charges

\$16.1...

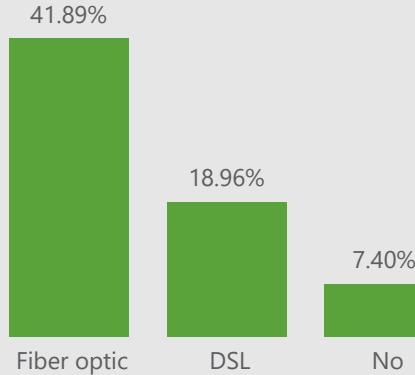
Churn Rate

26.5%

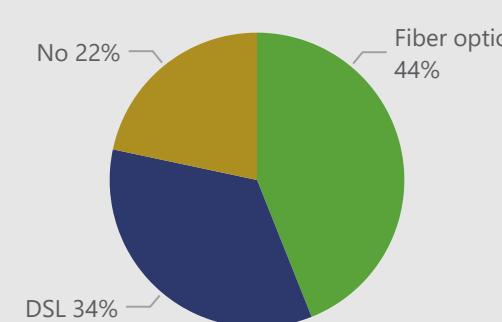
Tenure

All

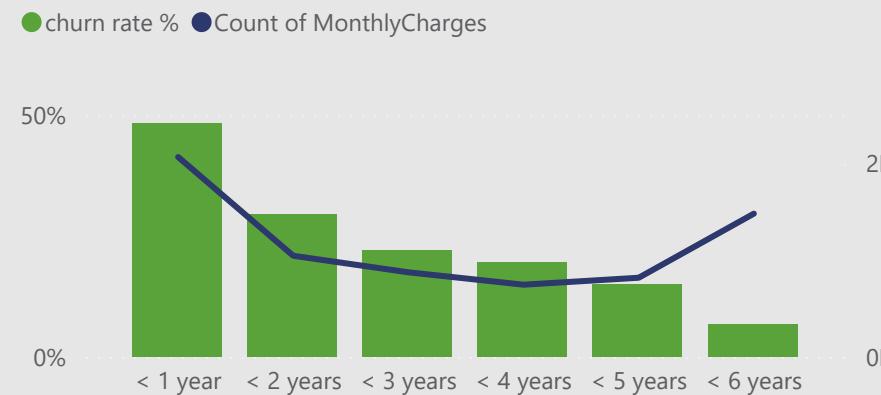
Churn by Internet Service



Customer By Internet Service



Contract Years



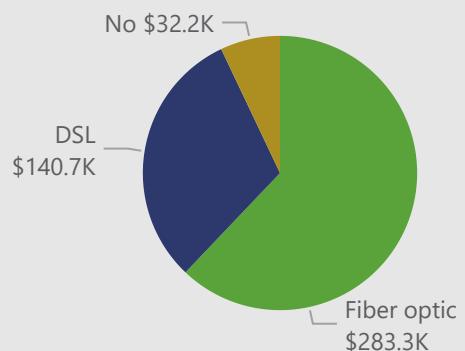
Internet Services

- DSL
- Fiber optic
- No

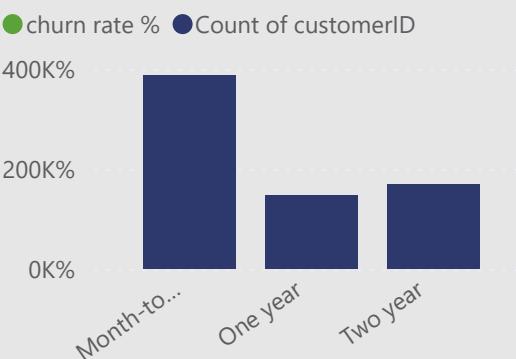
Contract

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

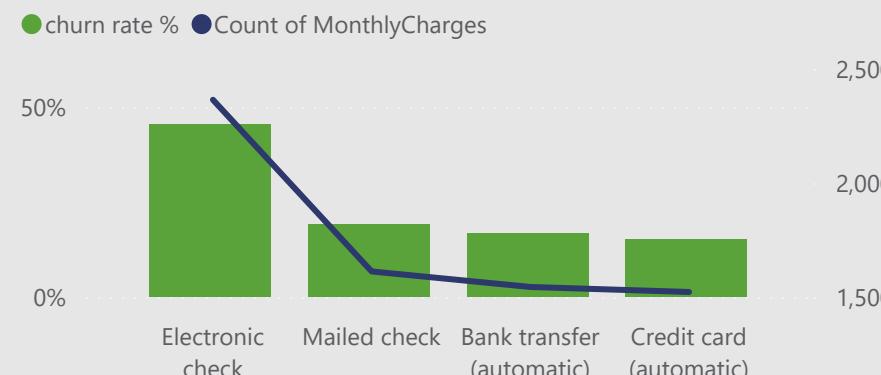
Monthly Charges



Contract Type



Churn By Payment Method



Churn



Churn Risk

- No
- Yes