



# Welcome to PhoneNow

*Click on the items below to drill into the analytics*

## 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 Dashboard



- Demographics
- Customer Account Information
- Services

## Customer Risk Analysis



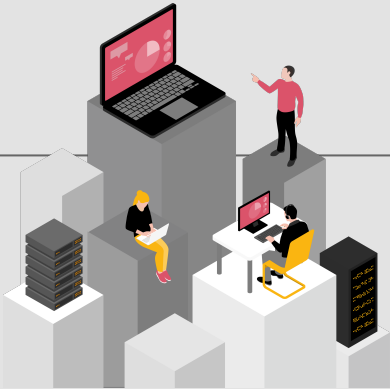
- internet service
- type of contract
- payment method



# Churn Dashboard



This dashboard has a filter with churn = "yes"



1869

Customers at risk

2173

# of Tech Tickets

885

# of Admin Tickets

\$2.86M

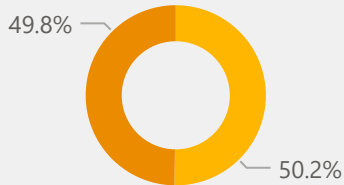
Yearly Charges

\$139.13K

Monthly Charges

## Demographics

Female Male



25%

Senior-Citizen

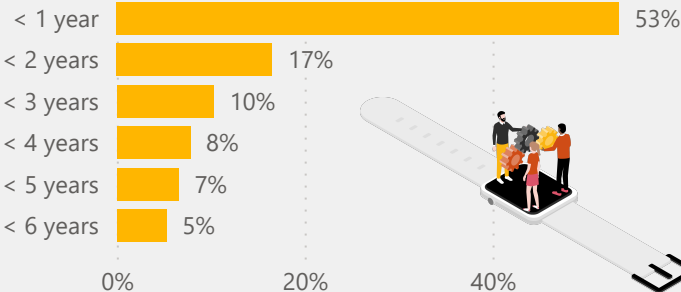
36%

Partner

17%

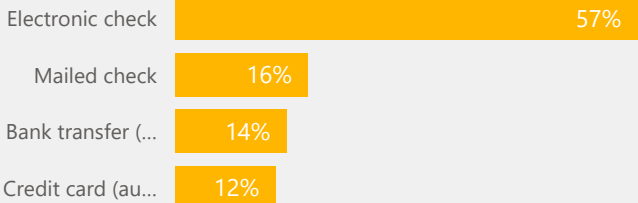
Dependents

## Subscription time

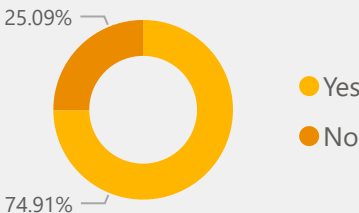


## Customer account information

### Payment method



### Paperless billing



### Average charges

\$74.44  
Monthly  
\$1,531.80  
Total

### Type of contract



## Services customers signed up for

91%

Phone Service

Multiple Lines?

49.97%  
no

50.03%  
yes

44%

Streaming TV

44%

Streaming Movies

29%

Device protection

28%

Online Backup

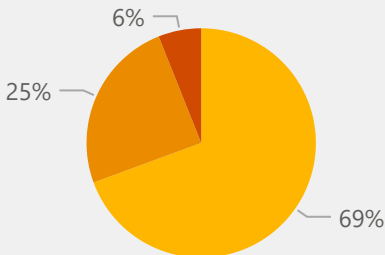
17%

Tech Support

16%

Online Security

Fiber optic DSL No





# Customer Risk Analysis



## Risk of churn

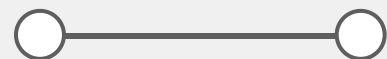
- ☐ No  
☐ Yes

## Internet service

- ☐ DSL  
☐ Fiber optic  
☐ No

## Months subscribed

0 72



## Contract type

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

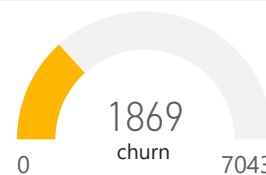


7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

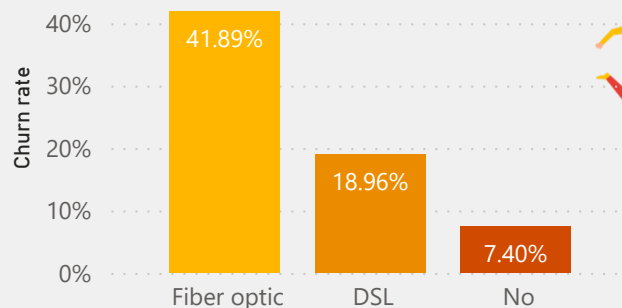
2955

Tech Tickets

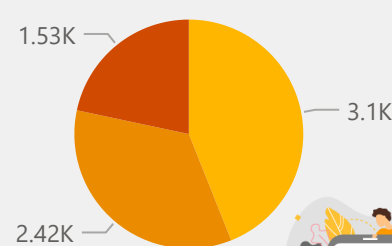
3632

Admin Tickets

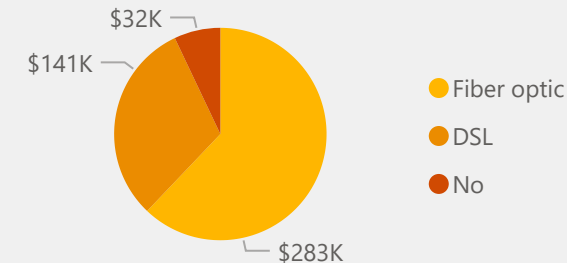
## Churn by type of internet service



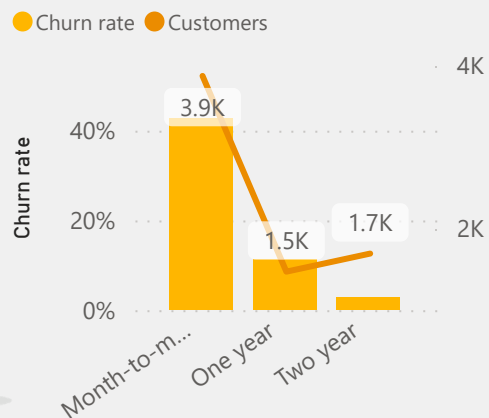
## # of customers by internet service



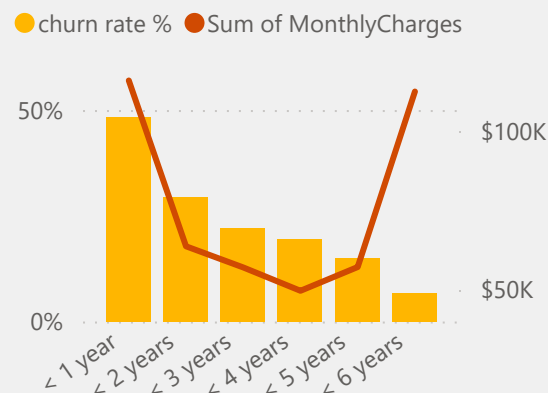
## Sum of monthly charges



## Type of contract



## Years of contract



## Churn by payment method

