



Welcome to PhoneNow

Key Performance Indicators

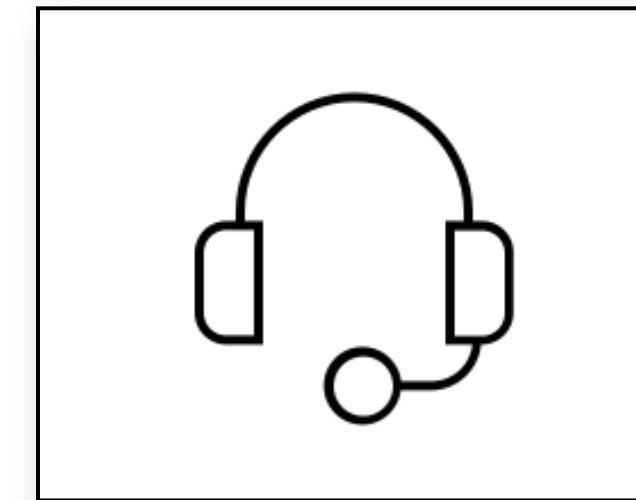
- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet service
- Type of contract
- Payment method

Churn Dashboard



Customer at Risk

1869

Total numTechTickets

2173

Total numAdminTickets

885



Total Yearly Charges

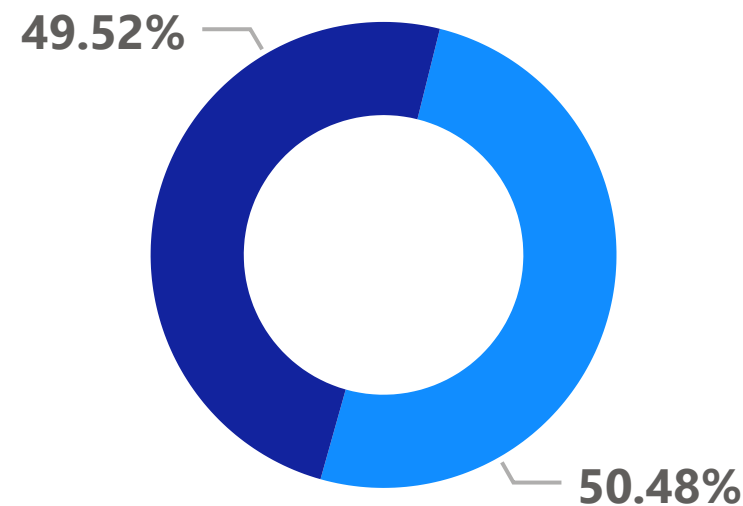
\$2.86M

Total Monthly Charges

\$139.13K

Demographic

● Male ● Female



% of senior citizen

25%

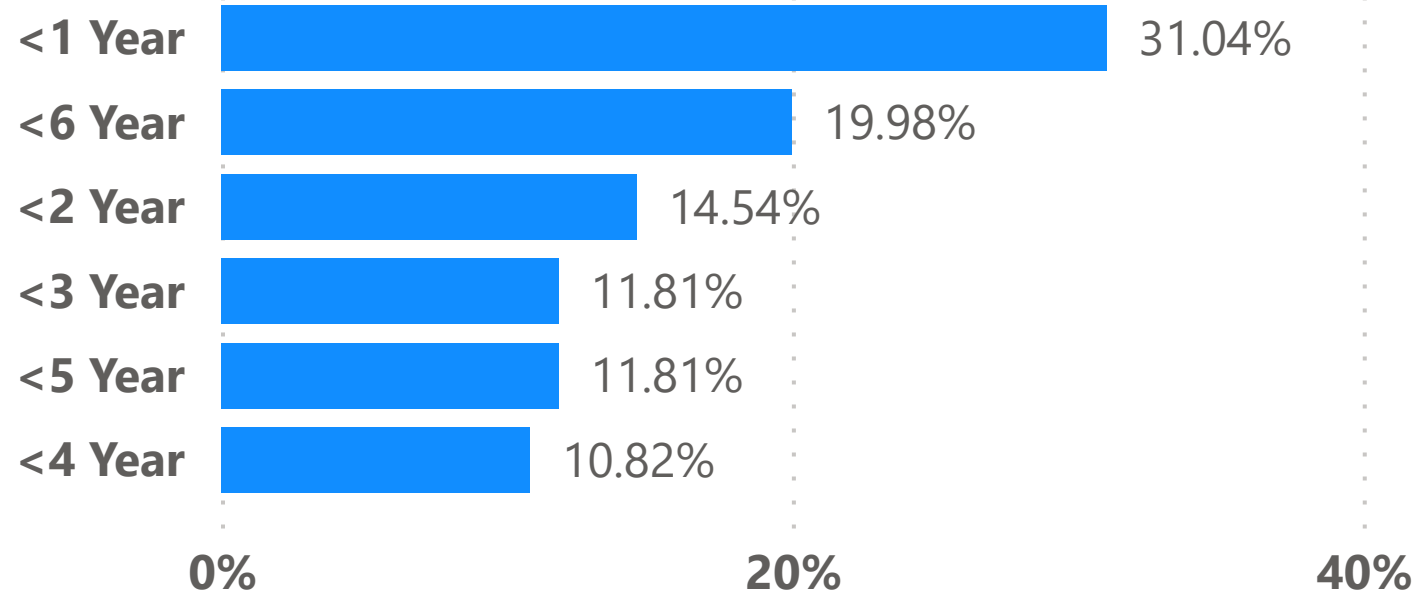
% of Partner

36%

% of Dependents

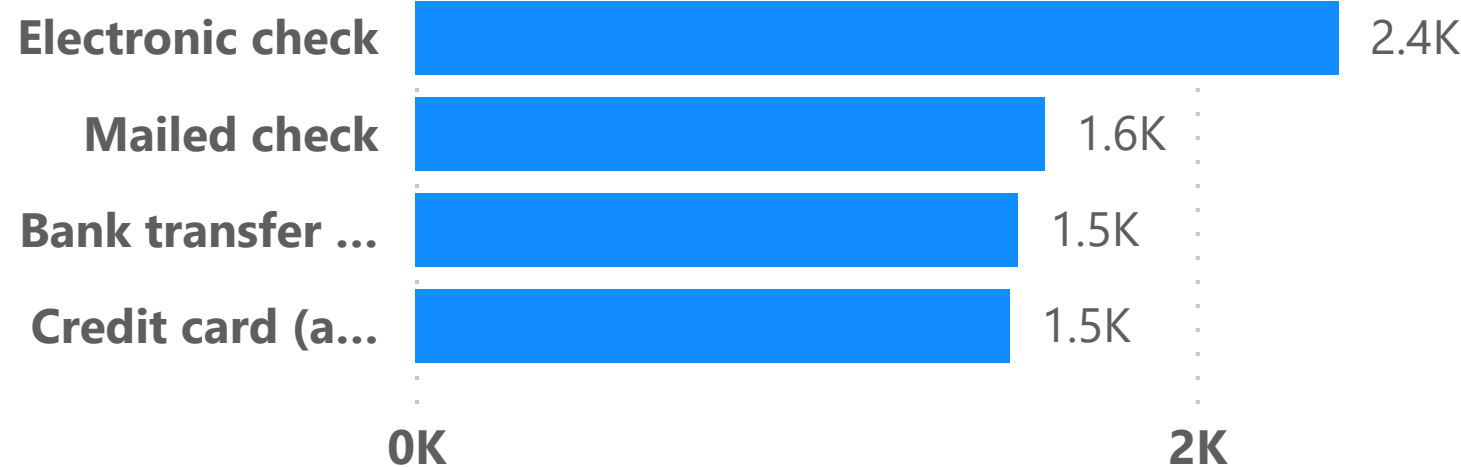
17%

Subscription Time

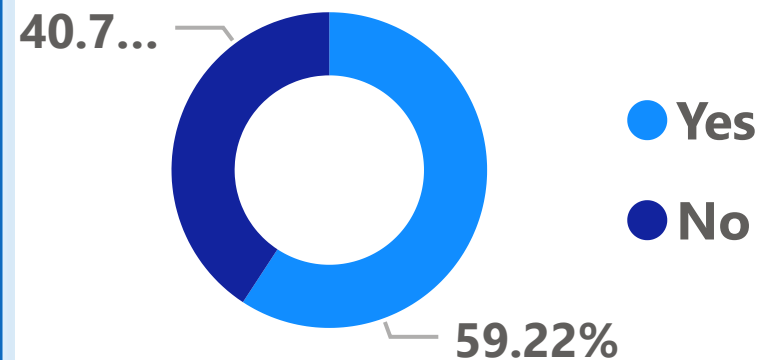


Customer Account Information

Payment Method



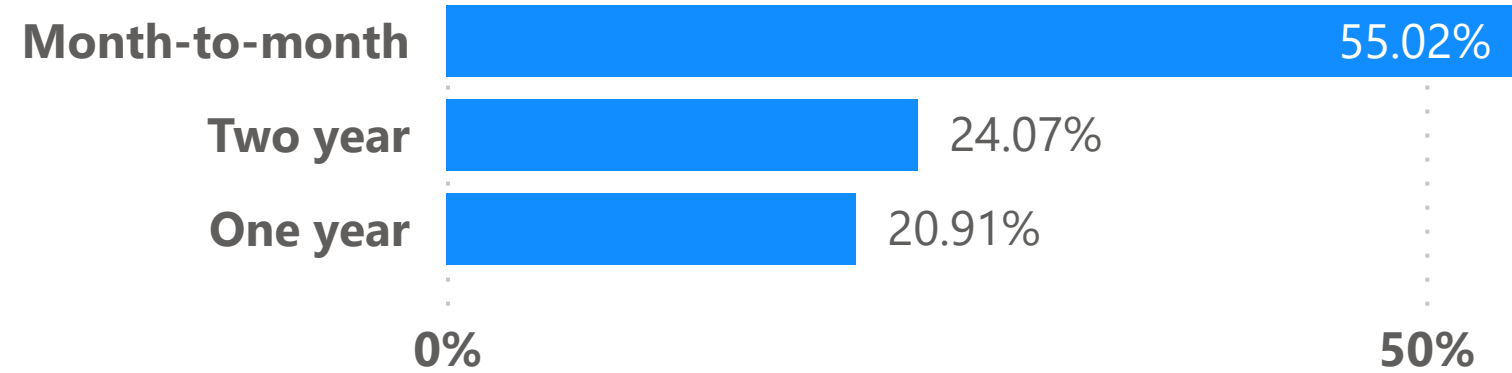
PaperlessBilling



Average Charges

\$64.76
Monthly
\$2,283.30
Total

Types Of Contract



Services Customers Signed up for

91%

Phone Service

44%

Streaming TV

44%

Streaming Mov...

29%

Device Prot...

28%

Online Back...

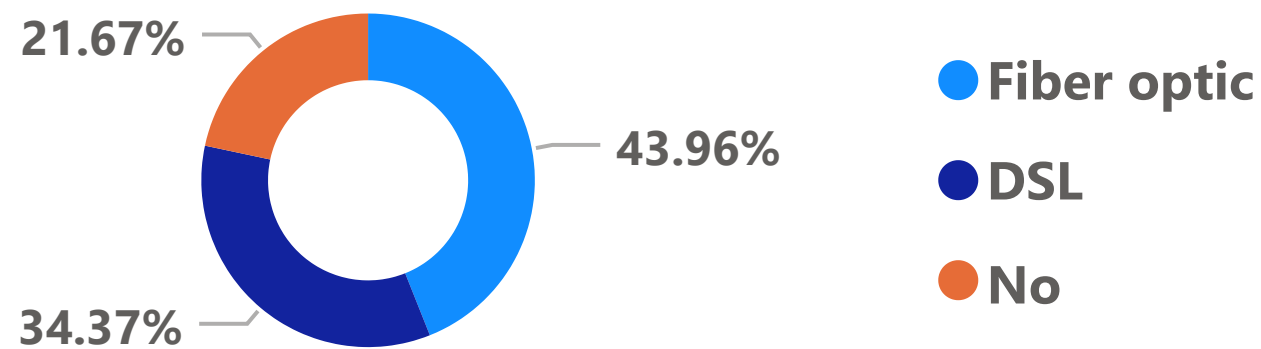
17%

Tech support

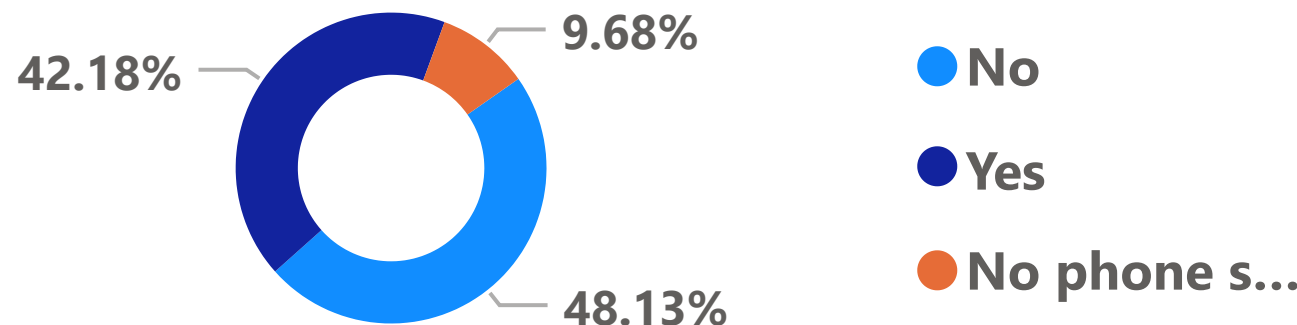
16%

Online Security

Types of Internet Service



Types of Multiple Lines



Customer Risk Analysis



Risk of Churn

- ☐ No
☐ Yes

Internet Services

- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed

0 72



Contract Type

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

1695

Total Customer

2.83%

Churn Rate



\$6.28M

Yearly Charges

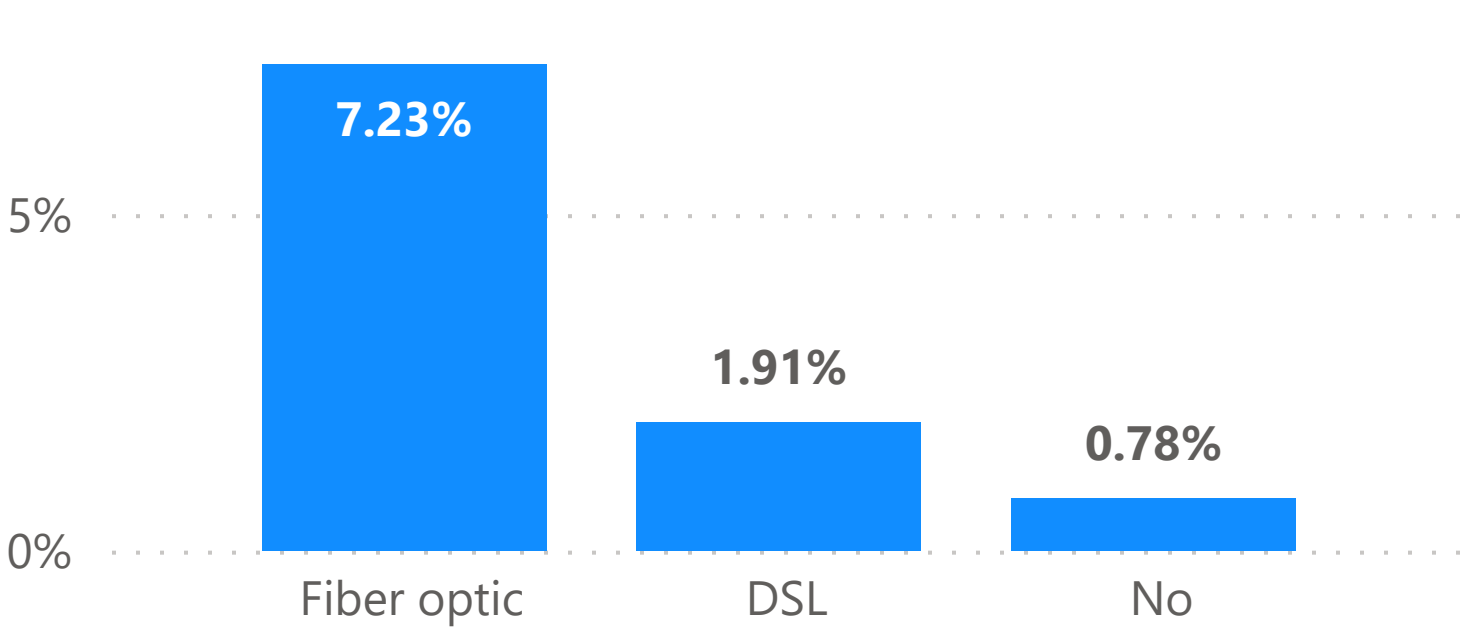
915

Admin Tickets

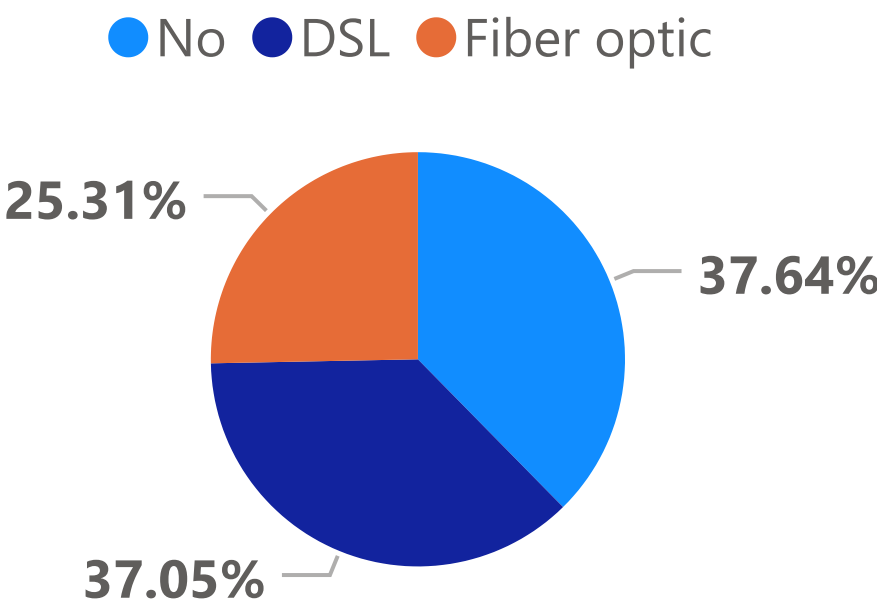
648

Tech Tickets

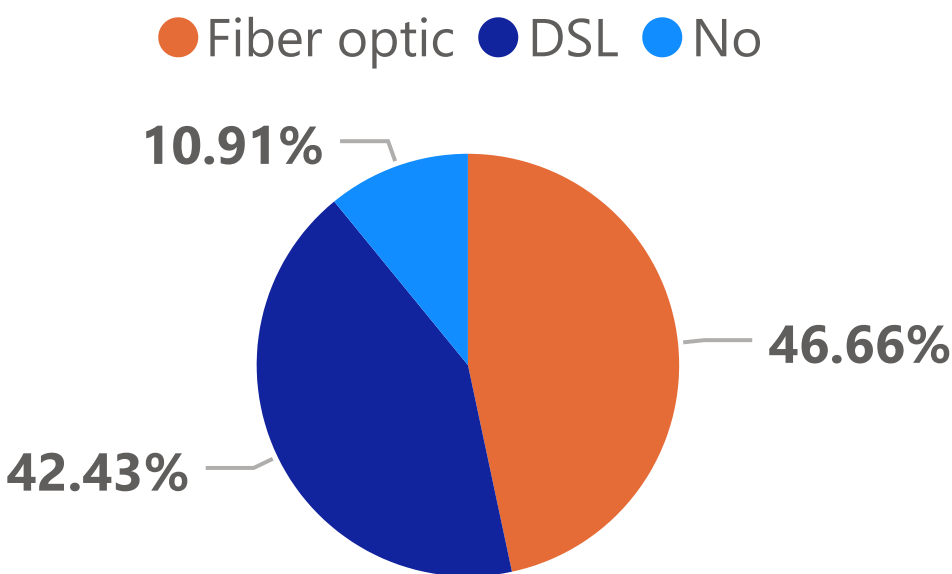
Churn By Type of Internet Services



% of Customers By Internet Services

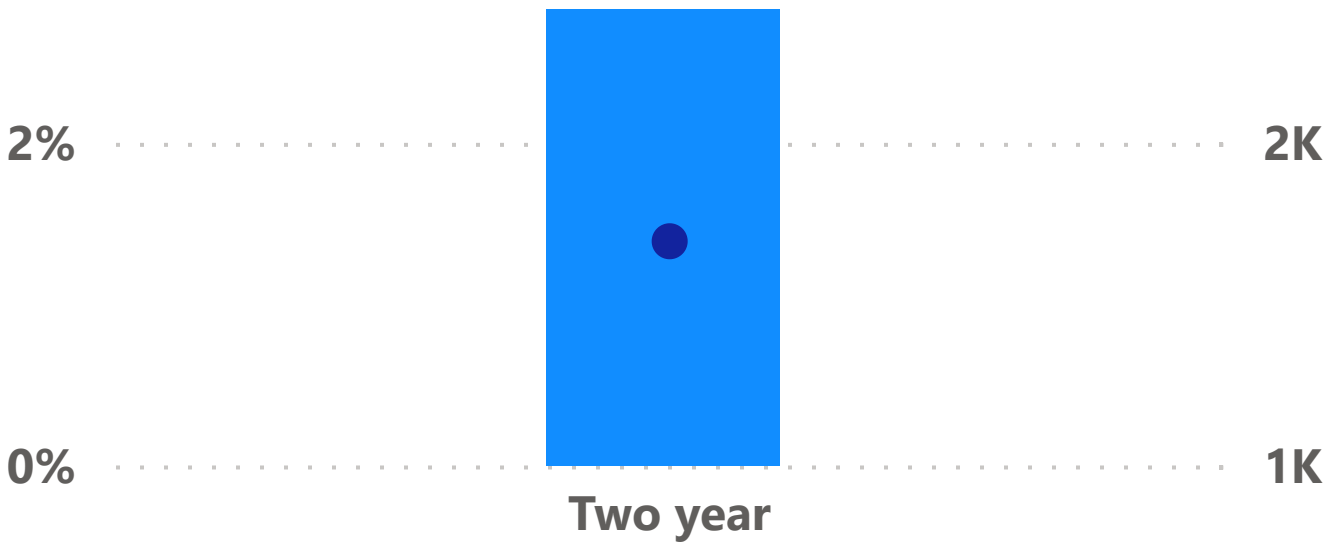


Sum of Monthly Charges



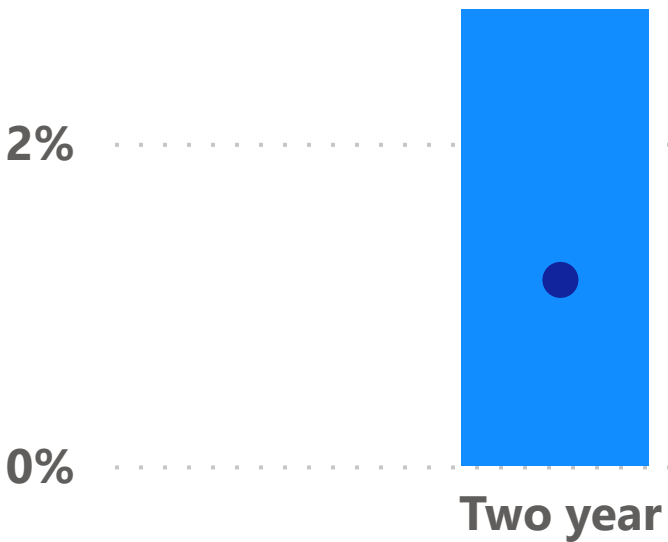
Types of Contract

Churn Rate customerID



Years of Contract

Churn Rate Sum of Monthly Charges



Churn By Payment Method

Churn Rate Sum of Monthly Charges

