PhoneNow Customer Retention

**Explore the Analytics By Clicking
on the Icons Below**

KPI's

1. Enhance the technical support capacity for Fiber Optic users, aiming to reduce the average number of tech tickets per customer to 0.5.
2. Boost the sales of 1 and 2-year contracts by 5% each.
3. Achieve a yearly 5% growth in the adoption of automatic payments.

Churn Dashboard

Features
- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

Features
- Internet Service
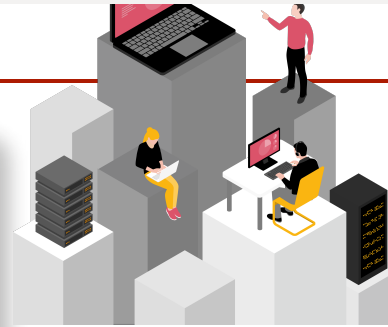- Type of Contract
- Payment Method

Churn Dashboard

pwc

7043
Customers at Risk

2955
No. of Tickets

3632
# of Admin Tickets

$16.06M
Yearly Charges

$456.12K
Monthly Charges

👥 Demographics

25%
Senior Citizen

● Male ● Female

36%
Partner

49.52% ⟶ ⟵ 50.48%

17%
Dependents

Loyalty (based on Tenure)

<1 year	29%
<6 years	21%
<2 years	15%
<3 years	12%
<5 years	12%
<4 years	11%

% of Churn

📋 Customer Account Information

Electronic check	34%
Mailed check	23%
Bank transfer (automatic)	22%
Credit card (automatic)	22%

0%   20%

● Yes ● No

40.78%

59.22%
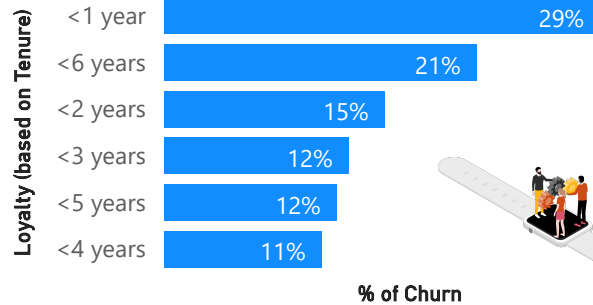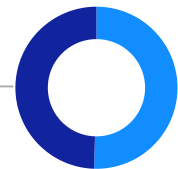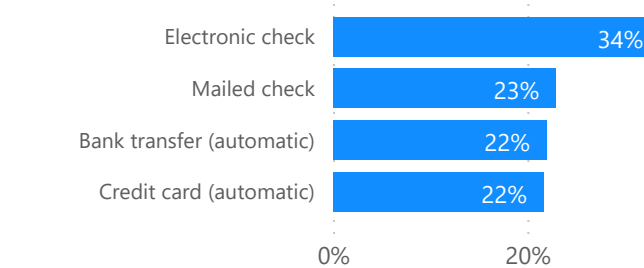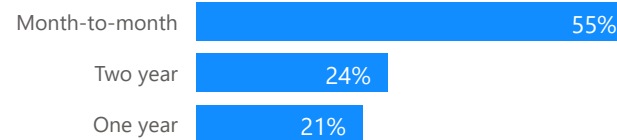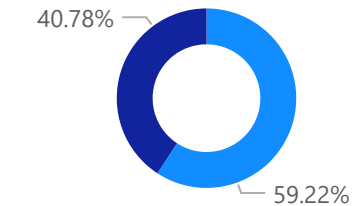
$64.76
Monthly

$2,283.30
Total

Month-to-month	55%
Two year	24%
One year	21%

🛒 Services Customers Signed Up

91%
Phone Service

44%
Streaming TV

44%
Streaming Movies

29%
Device Protection

28%
Online Backup

17%
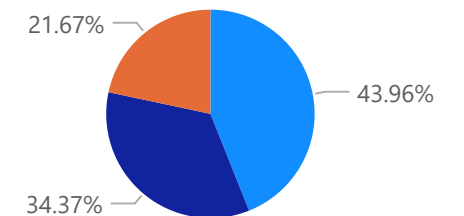Tech Support

16%
Online Security

Client had Multiple Lines?

49.97%
No

50.03%
Yes

● Fiber optic ● DSL ● No

21.67%

43.96%

34.37%

Customer Risk Analysis

pwc

Risk of Churn
- ■ No
- ☐ Yes

Internet Service
- ☐ DSL
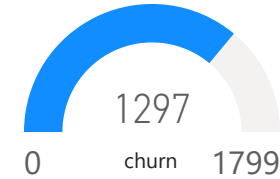- ■ Fiber optic
- ☐ No

Months Subscribed

| 0 | 72 |

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

1799
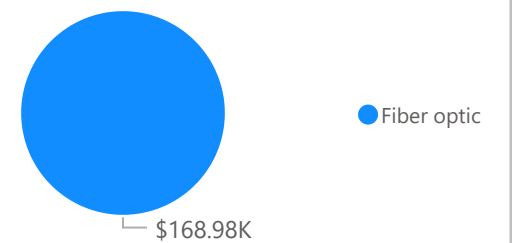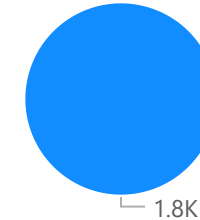Total Customers

72.10%
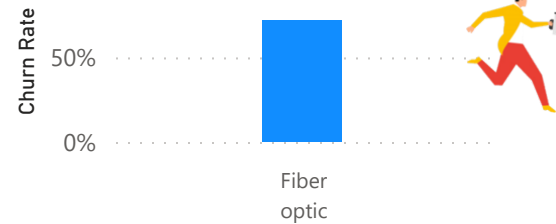churn rate %

1297
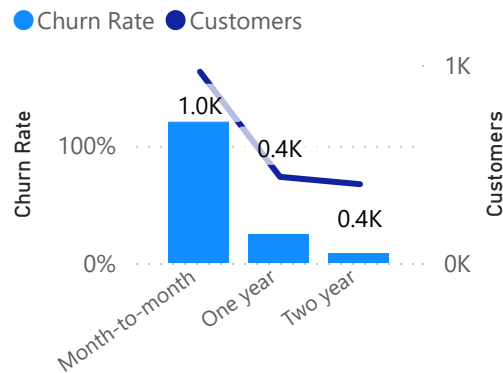0   churn   1799

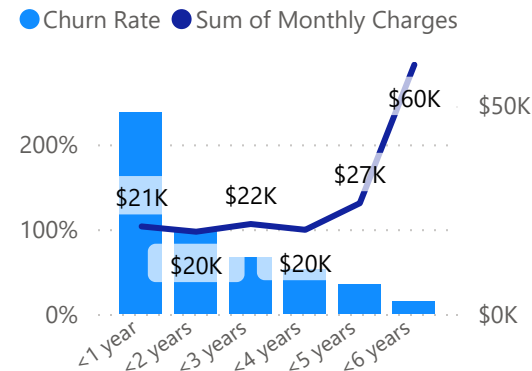**$7.44M**
Sum of TotalCharges

1024
Admin Tickets

370
Tech Tickets

🛒 Churn by Type of Internet Service   🛒 # of customers by internet service   🛒 Sum of Monthly Charges

Churn Rate

50%

0%

Fiber optic

1.8K

● Fiber optic

$168.98K

Type of Contract
● Churn Rate ● Customers

Churn Rate

1.0K
0.4K
0.4K

100%

0%

1K

0K

Month-to-month One year Two year

Years of Contract
● Churn Rate ● Sum of Monthly Charges

$60K
$50K

$21K $22K $27K

200%

100%

$20K $20K

0%

$0K

<1 year <2 years <3 years <4 years <5 years <6 years

Churn by Payment Method
● Churn Rate ● Sum of Monthly Charges

$0.1M

$0.07M

$0.04M

100%

$0.01M $0.04M

0%

$0.0M

Electronic check Mailed check Bank transfer (automa...) Credit card (automatic)