"Welcome to PhoneNow: Customer Retention Insights"

Key Performance Indicators (KPI)

1) Boost tech support for Fiber Optic customers and reduce tech support tickets per customer to 0.5.
2) Increase sales of 1-year and 2-year contracts by 5% each.
3) Increase automatic payments by 5% each year.

Churn Dashboard

- Demographics
- Customer Account Information
- Services

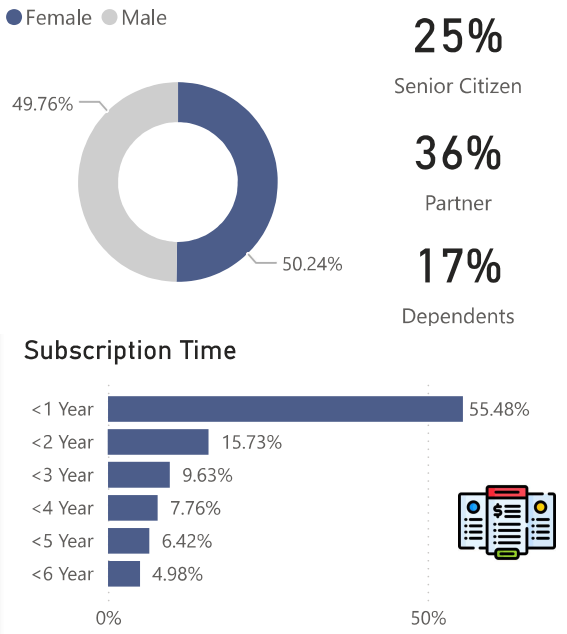
Customer Risk Analysis

- Internet service
- Type of contract
- Payment method

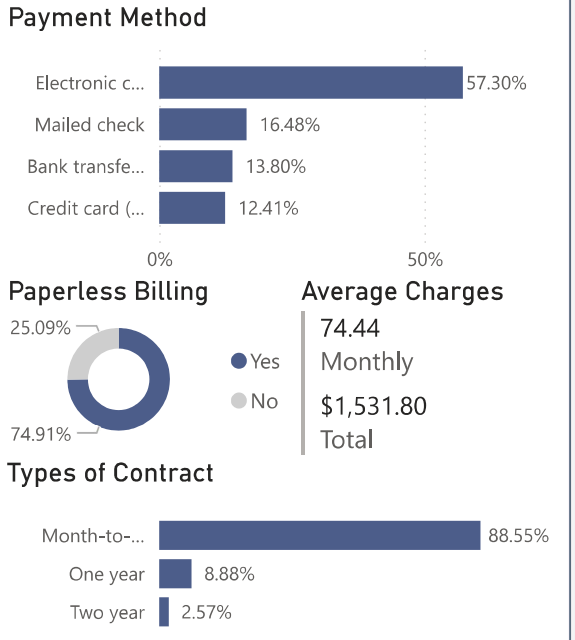
Churn Dashboard

1869	2173	885	$2.86M	139.13K
Customer at Risk	Number of Tech Tickets	Number of Admin Tickets	Yearly Charges	Sum of Monthly Charges

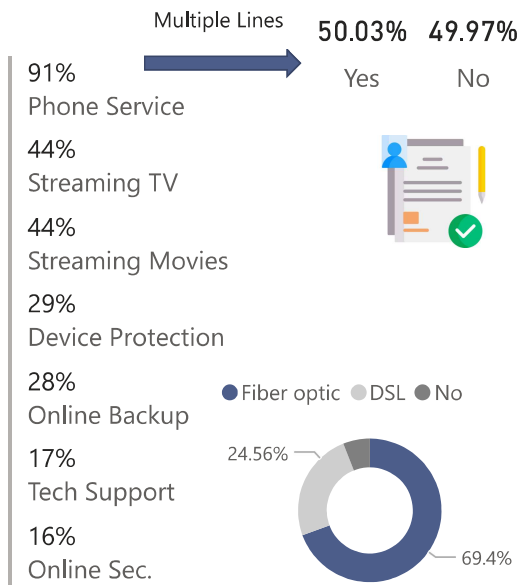
Demographics



Customer Account Information



Services Customers Signed up for



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

7043
Total Customer

26.5%
Chur Rate %

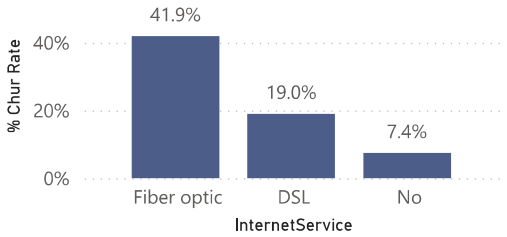
Churn
1869
0 7043

$16.06M
Yearly Changes

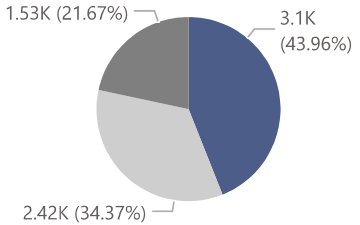
3632
Admin Tickets

2955
Tech Tickets

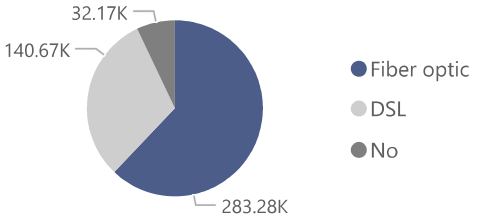
Churn by Type of Internet Services



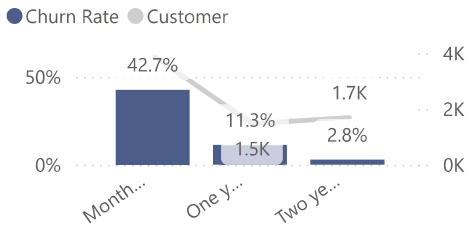
# of Customers by Internet Services



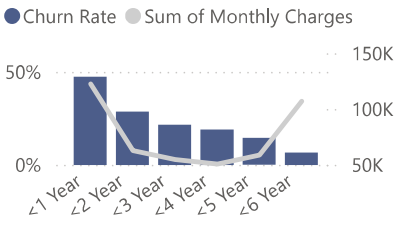
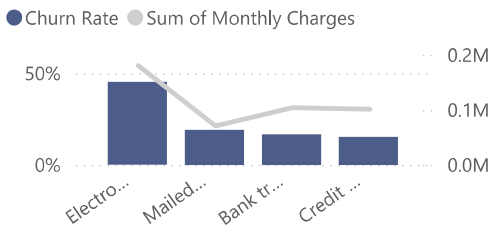
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment