

Welcome to PhoneNow

Key Performance Indicators

1. Increase tech support capacity for Fiber Optic customer and lower tech ticket 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%

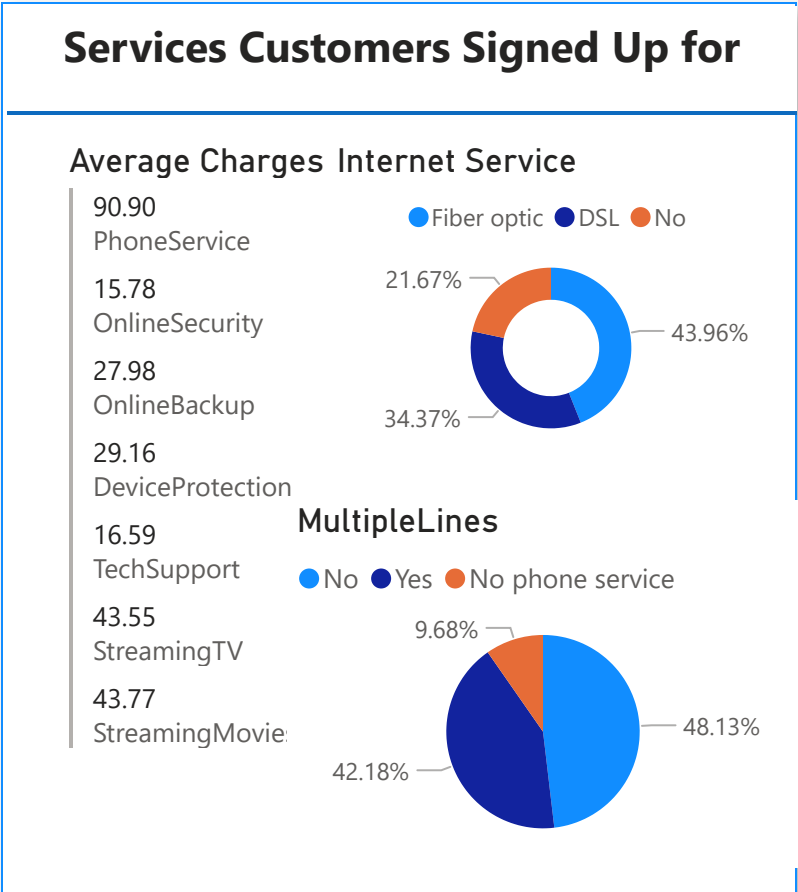
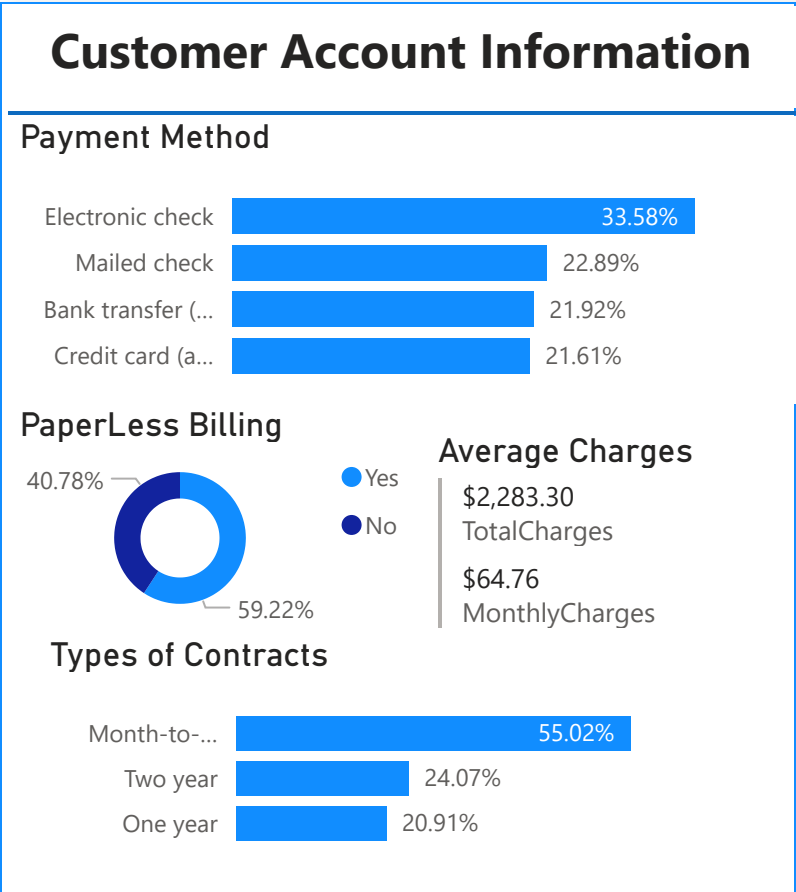
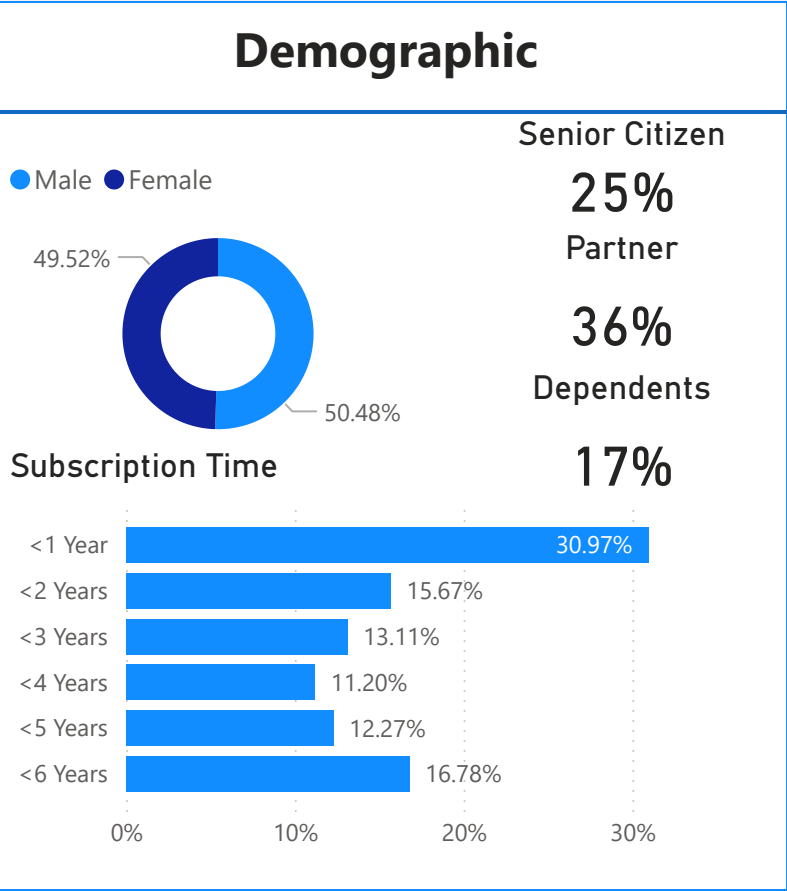
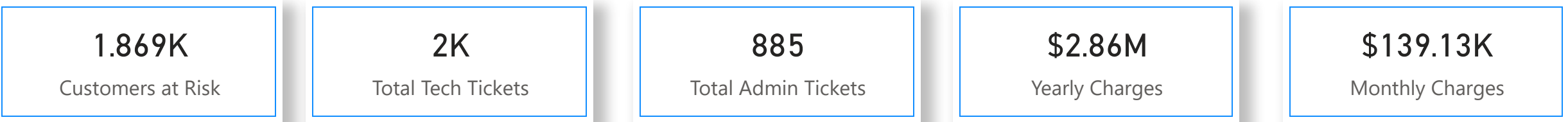
Churn Dashboard

- Demographic
- Customer Account information
- Services

Key Performance Indicators

- Internet Services
- Type of Contract
- Payment Method

Churn Dashboard



Customer Risk Analysis

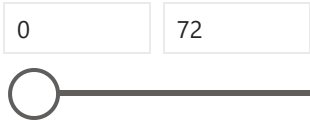
Churn

- ☐ No
☐ Yes

Internet Service

- ☐ DSL
☐ Fiber optic
☐ No

Tenure



Contract

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

Total Customers

7043

% Churn Rate

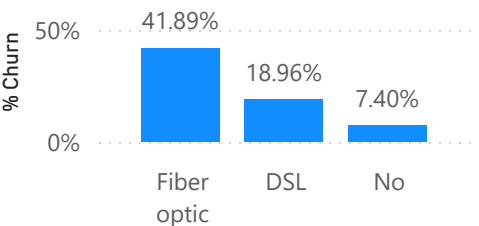
26.54%

Yearly Charges

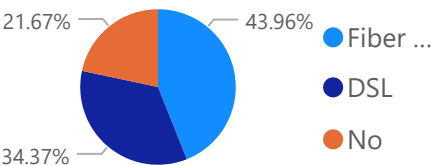
\$16.06M

3632
Admin Tickets
2955
Tech Tickets

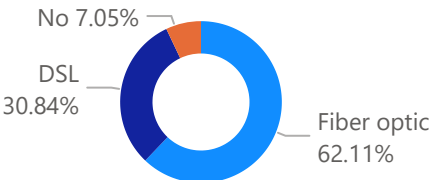
% Churn by InternetService



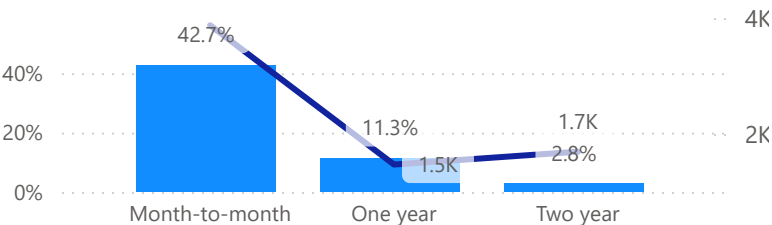
Customers By Internet Service



Internet Service Monthly Charges



Churn by Contract Years



Churn by Tenure

