



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



1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets

\$2.86M

Yearly Charges

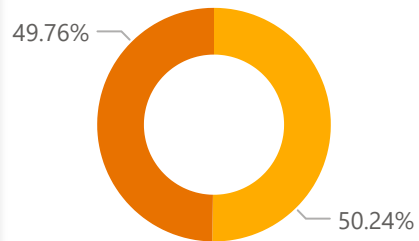
\$139.13K

Sum of Monthly Charges



Demographics

Female Male



25%

Senior Citizen

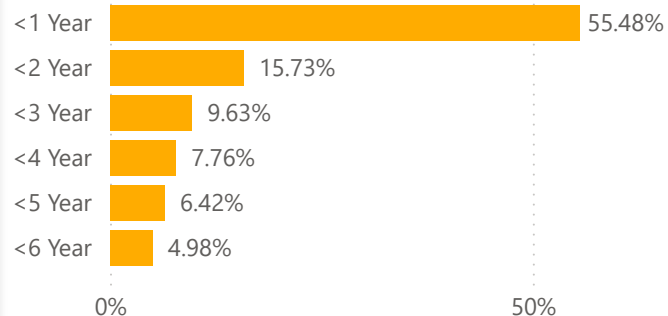
36%

Partner

17%

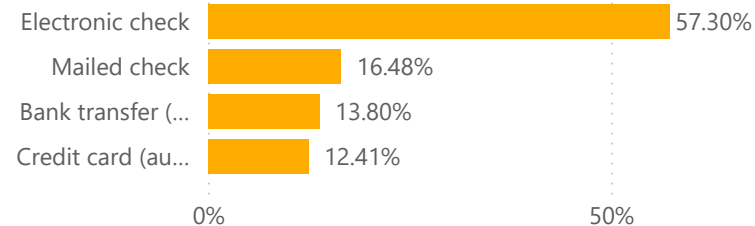
Dependents

Subscription Time

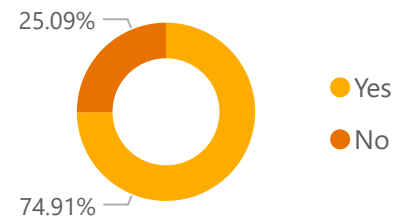


Customer Account Information

Payment Method



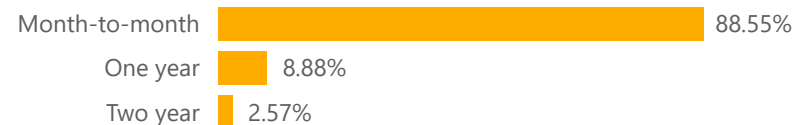
Paperless Billing



Average Charges

\$74.44
Monthly
\$1,531.80
Total

Types of Contract



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

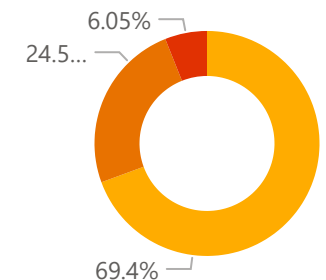
Multiple Lines

49.97% 50.03%

NO Yes

Type of Internet Service

Fiber optic DSL No





Customer Risk Analysis

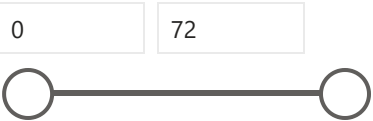
Risk of Churn

- ☐ No
☐ Yes

Internet Services

- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed



Contract Type

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

7043

Total Customer

26.54%

Churn Rate %

\$16.06M

Yearly Charges

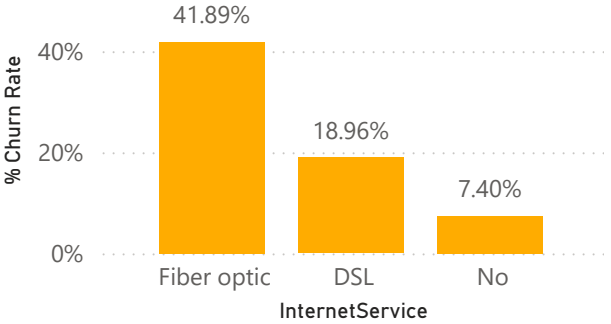
3632

Admin Tickets

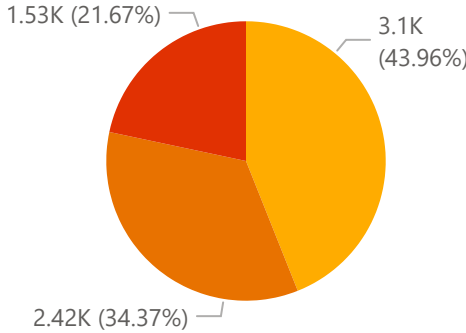
2955

Tech Tickets

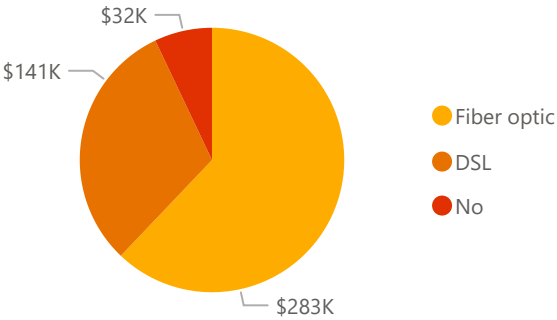
Churn By Type of Internet Services



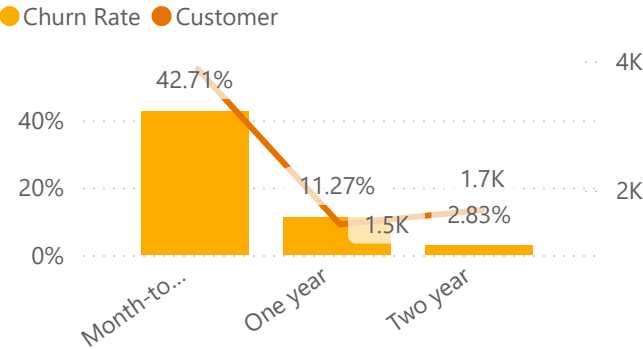
#of customers by Internet services



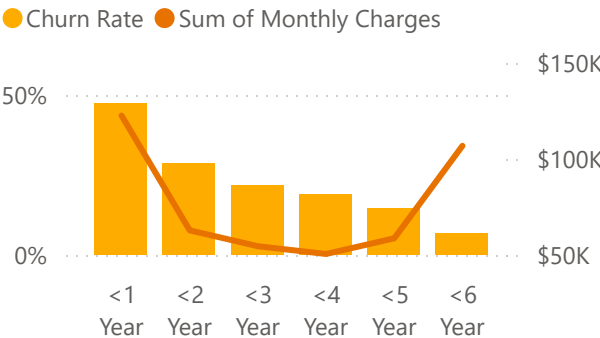
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

