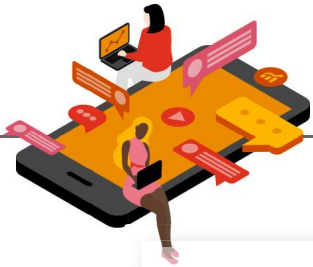


Welcome to PhoneNow



Click on the items below to drill into the analytics

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



This dashboard has a filter with churn = "yes"

1869

Customers at risk

885

of Admin Tickets

2173

of Tech Tickets

\$2.86M

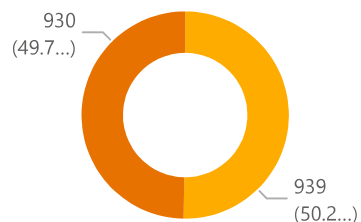
Yearly Charges

\$139.13K

Monthly Charges

Demographics

Female Male



25%

Senior Citizen

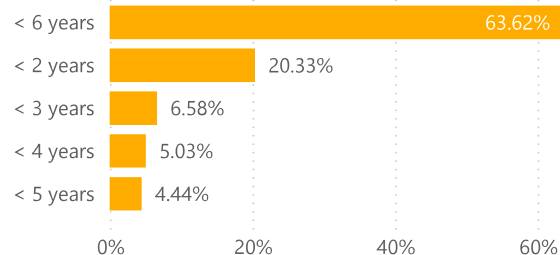
36%

Partner

17%

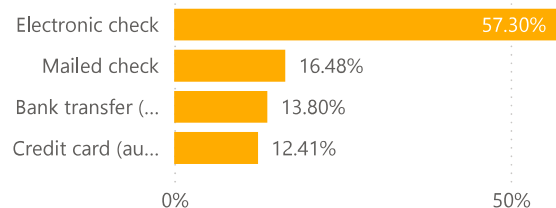
Dependents

Subscription type

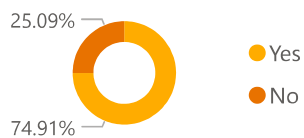


Customer account information

Payment method



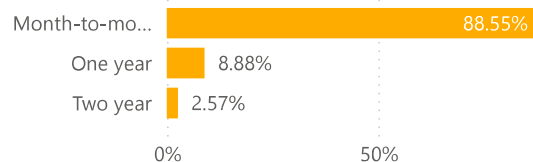
Paperless Billing



Average charges

\$139,130.85
Monthly
\$2,862,926.90
Total

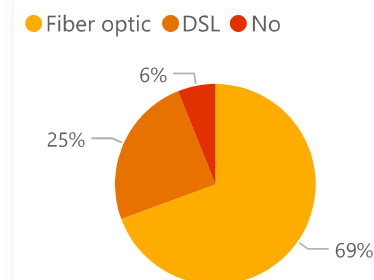
Type of contract



Services customers signed up for



- 44% Streaming TV
- 29% Device Protection
- 28% Online Backup
- 17% Tech Support
- 16% Online Security



Customer Risk Analysis

Risk of churn

☐ No

☐ Yes

Internet service

☐ DSL

☐ Fiber optic

☐ No

Months subscribed

0

72

Contract type

☐ Month-to-month

☐ One year

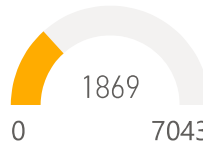
☐ Two year

7043

Total Customers

26.54%

churn rate



\$16.06M

Yearly Charges

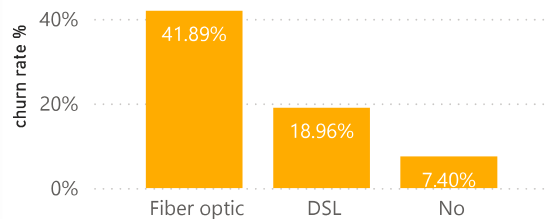
2955

Tech Tickets

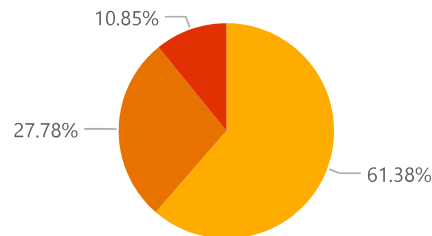
3632

Admin Tickets

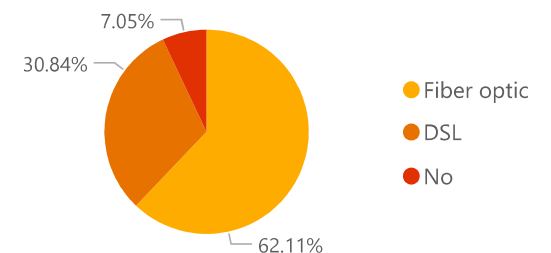
Churn by type of internet service



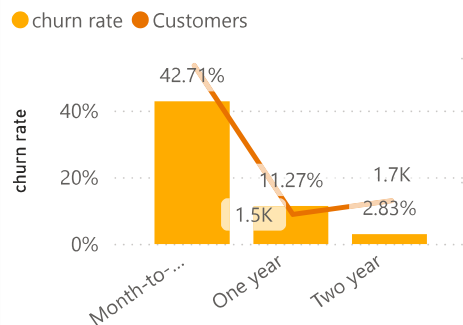
of customers by internet service



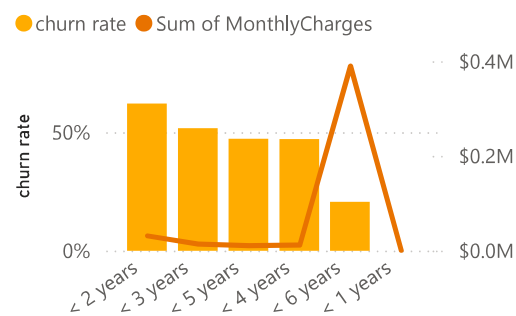
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

