PhoneNow

Click on the icons to drill down

KPIs

1) Increase tech support capacity for Fiber Optic customers and decrease tech tickets per customer to 0.5 instead of 1.15

2) Increase sales of 1 and 2 years contracts by 5% for each

3) Yearly increase automatic payments by 5%

Churn Dashboard

Customer Risk Analysis

CHURN DASHBOARD

This dashboard has a filter with churn = "yes"

pwc

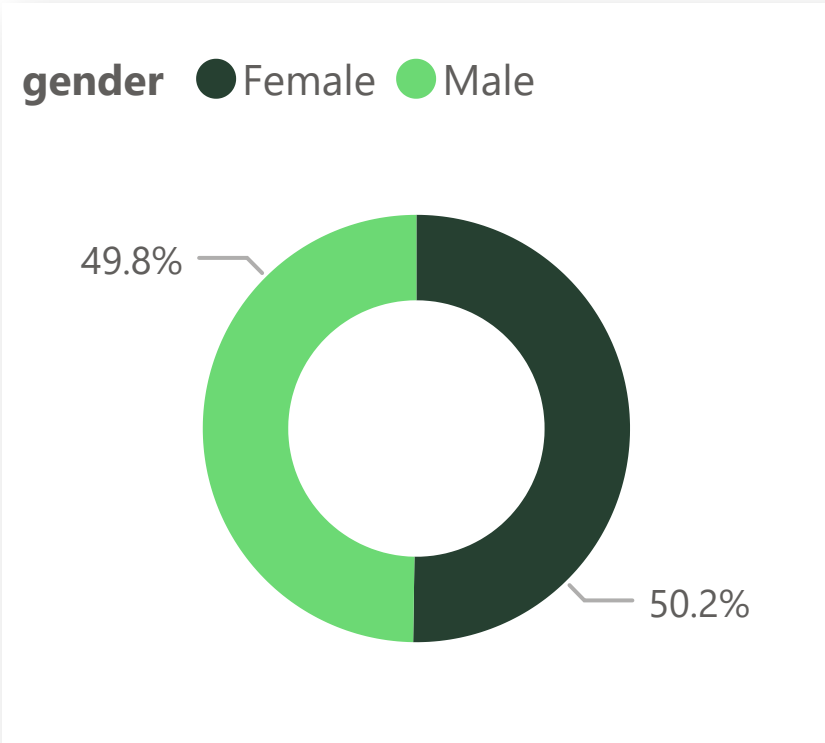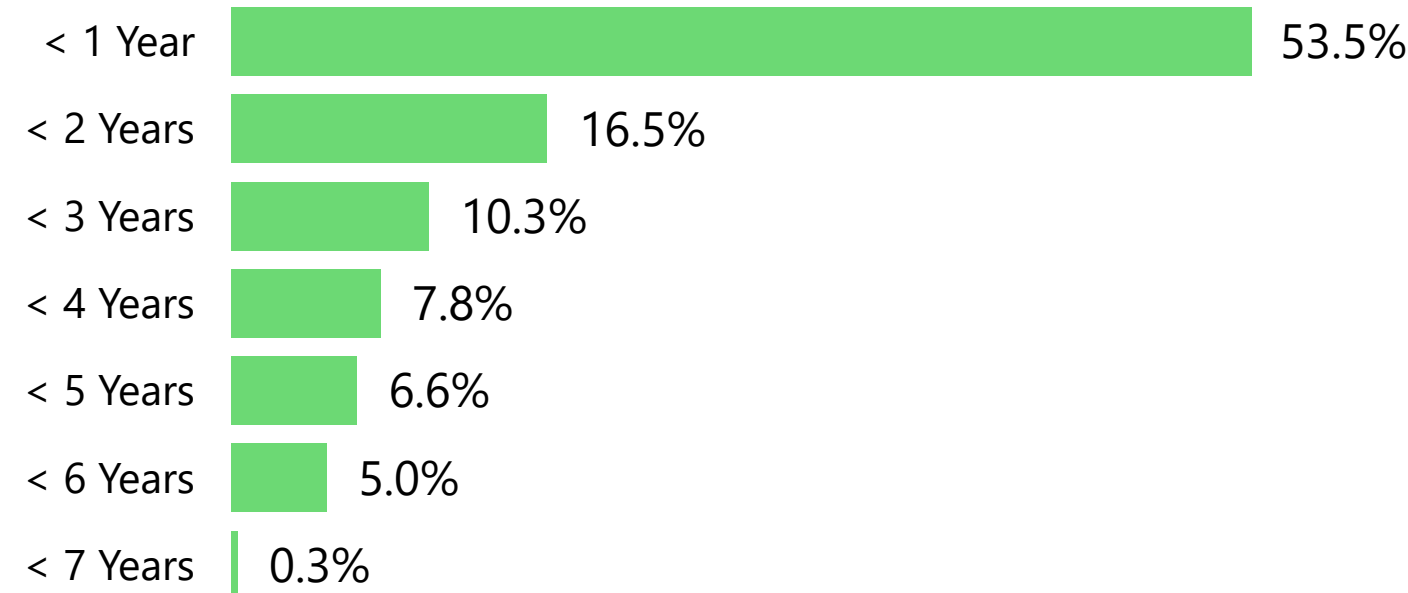| 1869 Customers at risk | 2173 Tech Tickets | 885 Admin Tickets | | $2.86M Yearly Charges | $139.13K Monthly Charges |

Demographics

gender ● Female ● Male

49.8%

50.2%

25%
Senior Citizen

36%
Partner

17%
Dependants

Subscription time

< 1 Year	53.5%
< 2 Years	16.5%
< 3 Years	10.3%
< 4 Years	7.8%
< 5 Years	6.6%
< 6 Years	5.0%
< 7 Years	0.3%

Account Information

Payment Method

Electronic check	57%
Mailed check	16%
Bank transfer (automatic)	14%
Credit card (automatic)	12%

25.09%

74.91%

PaperlessBilling
● Yes
● No

$74.44
Monthly Average

$1,531.80
Total Average

Type of Contract

Month-to-month	89%
One year	9%
Two year	3%
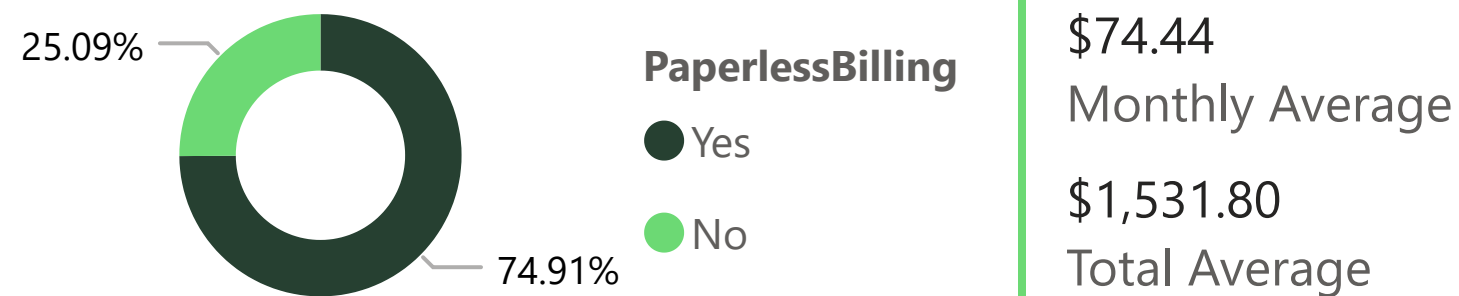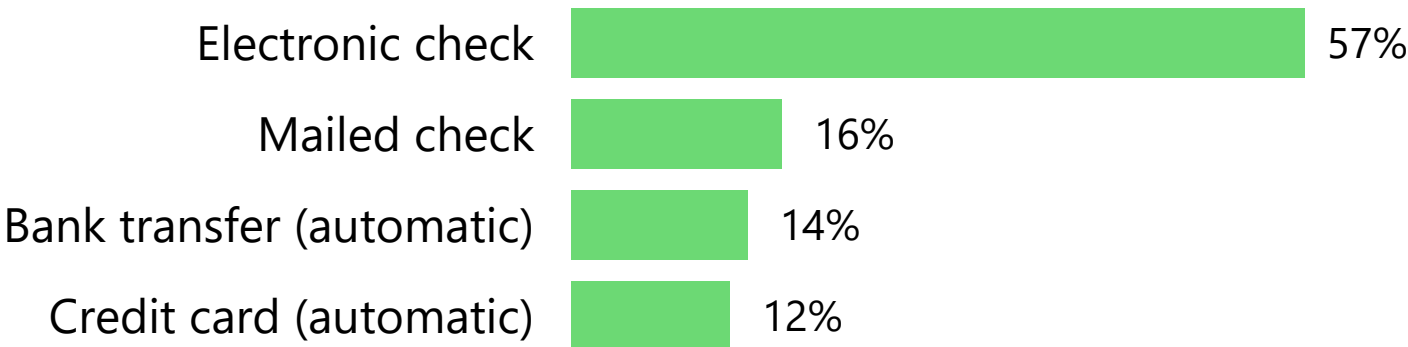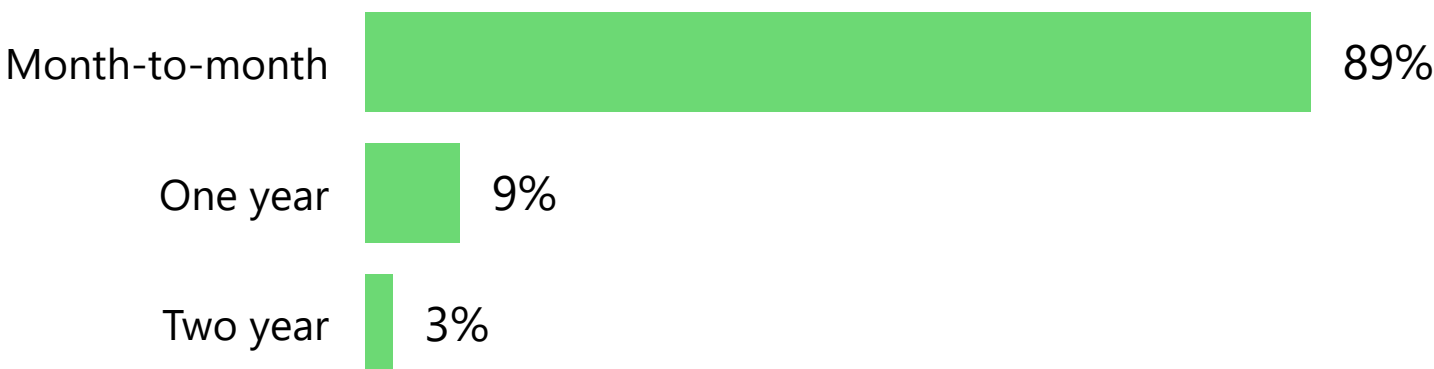
Services for customers

91% Phone Service

44% Streaming TV

44% Streaming Movies

29% Device Protection

28% Online Backup

17% Tech Support

16% Online Security

Multiple Lines?

45.48% Yes   **54.52%** No

● Fiber optic ● DSL ● No

6%

25%

69%
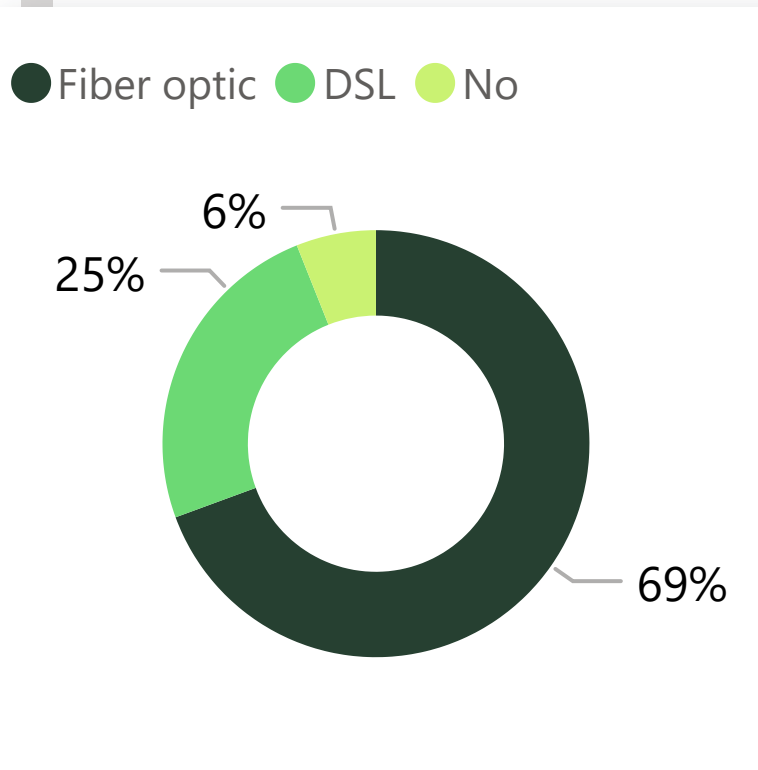
CUSTOMER RISK ANALYSIS

Filters

Risk of Churn
- ☐ No
- ☐ Yes

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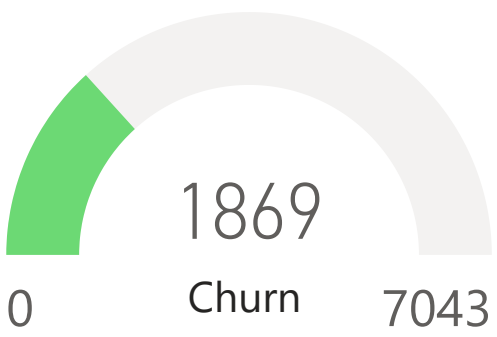- ☐ No

Months Subscribed

0	72

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

7043 Total Customers

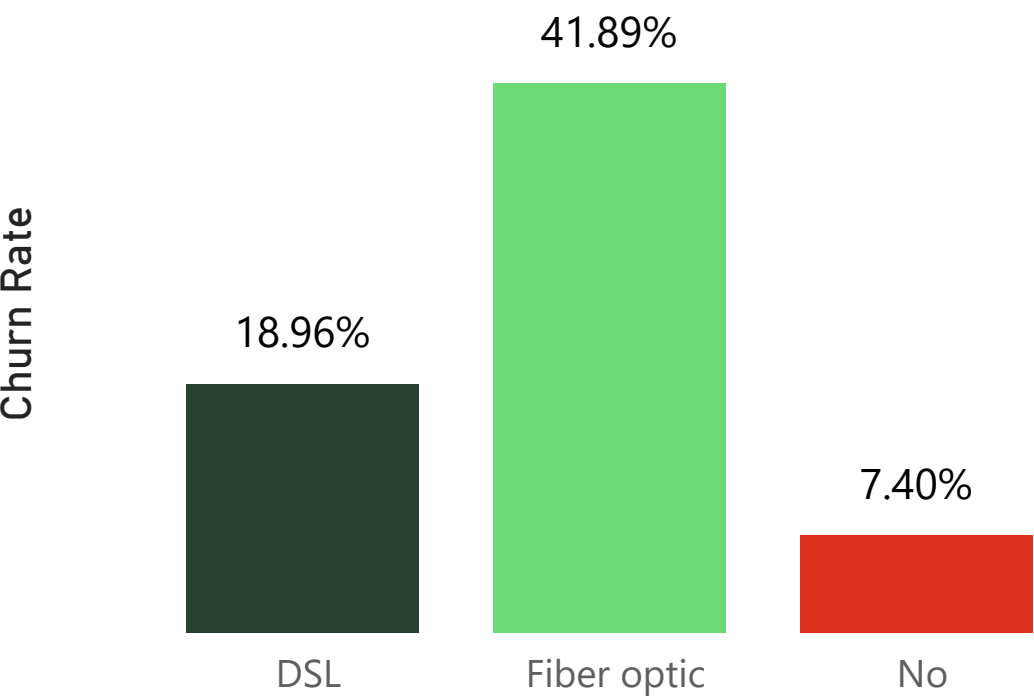**26.54%** Churn Rate

0 — 1869 Churn — 7043

$16.06M Yearly Charges

3632 Admin Tickets
2955 Tech Tickets

Churn Rate by Type of Internet Service

- DSL: 18.96%
- Fiber optic: 41.89%
- No: 7.40%

Customers by Type of Internet Service

- Fiber optic: 3K
- DSL: 2K
- No: 2K

Monthly Charges

- Fiber optic: 283K
- DSL: 141K
- No: 32K

InternetService
- ● Fiber optic
- ● DSL
- ● No
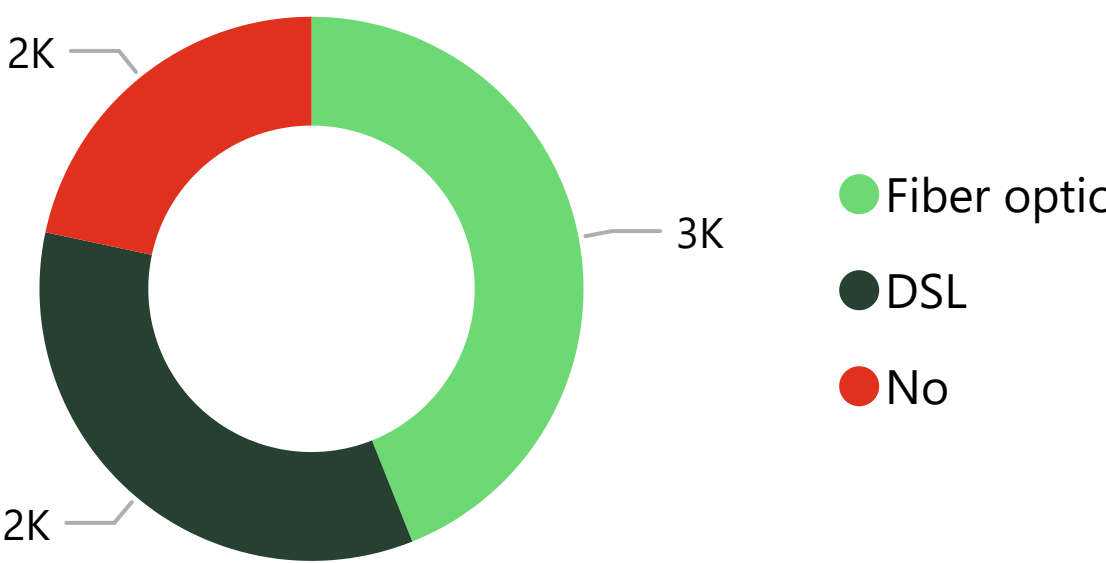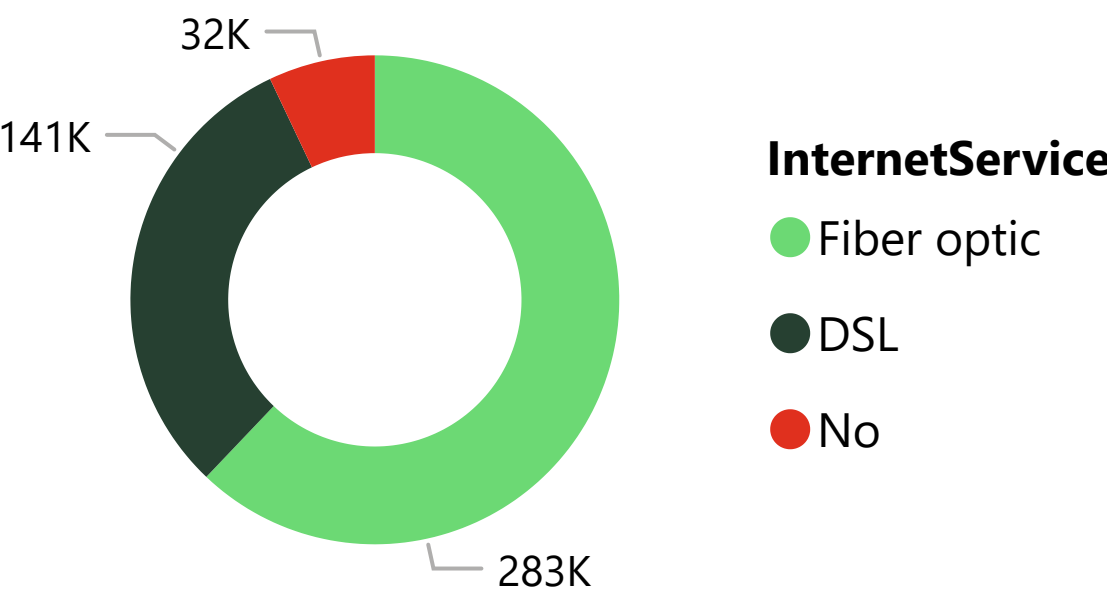
Churn Rate and Monthly Charges by loyalty

● Churn Rate ● Monthly Charges

X-axis: < 1 Year, < 2 Years, < 3 Years, < 4 Years, < 5 Years, < 6 Years, < 7 Years

Left axis: 0% to 50% Right axis: $0.0M to $0.1M
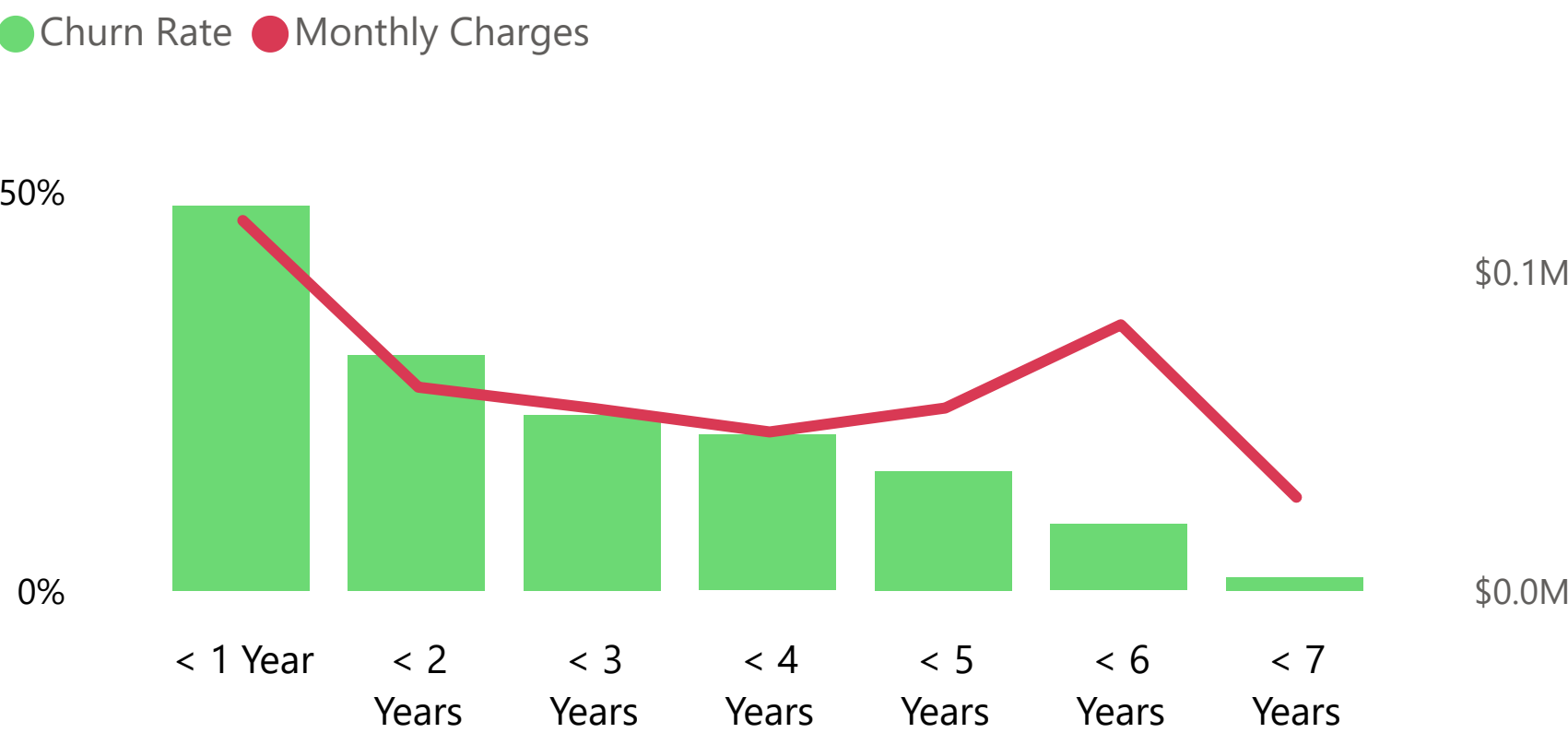
Churn Rate and Monthly Charges by PaymentMethod

● Churn Rate ● Monthly Charges

X-axis: Bank transfer (automatic), Credit card (automatic), Electronic check, Mailed check

Left axis: 0% to 50% Right axis: $100K to $200K