

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



Dashboard

Churn Analysis Dashboard



Rohit Waghmare

7043

Customers at risk

of tech Tickets

2955

of Admin Tickets

3632

Yearly Charges

\$16.06M

Monthly Charges

\$456.12K

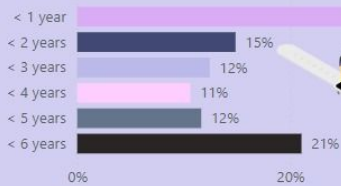


Demographics

Male Female



Subscription time



25%

Senior-Citizen

36%

Partner

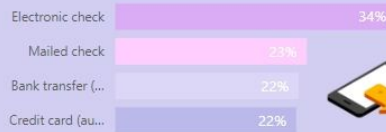
17%

Dependents



Customer account information

Payment method

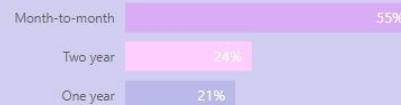


Average charges



\$74.44
Monthly
\$1,531.80
Total

Type of contract



Services customers signed up for

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%
no

50.03%
yes



Fiber optic DSL No

Risk of churn

☐ No

☐ Yes

Internet service

☐ DSL

☐ Fiber optic

☐ No

Months subscribed

0

72



Contract type

☐ Month-to-month

☐ One year

☐ Two year

