

# Welcome to PhoneNow



## Key Performance Indicators

1. Increase tech support capacity for fiber optic customer and lower tech tickets per customers to 0.5
2. Increase sale of 1 and 2 year contracts by 5% each
3. Yearly increases of automatic payments by 5%

## Churn Dashboard



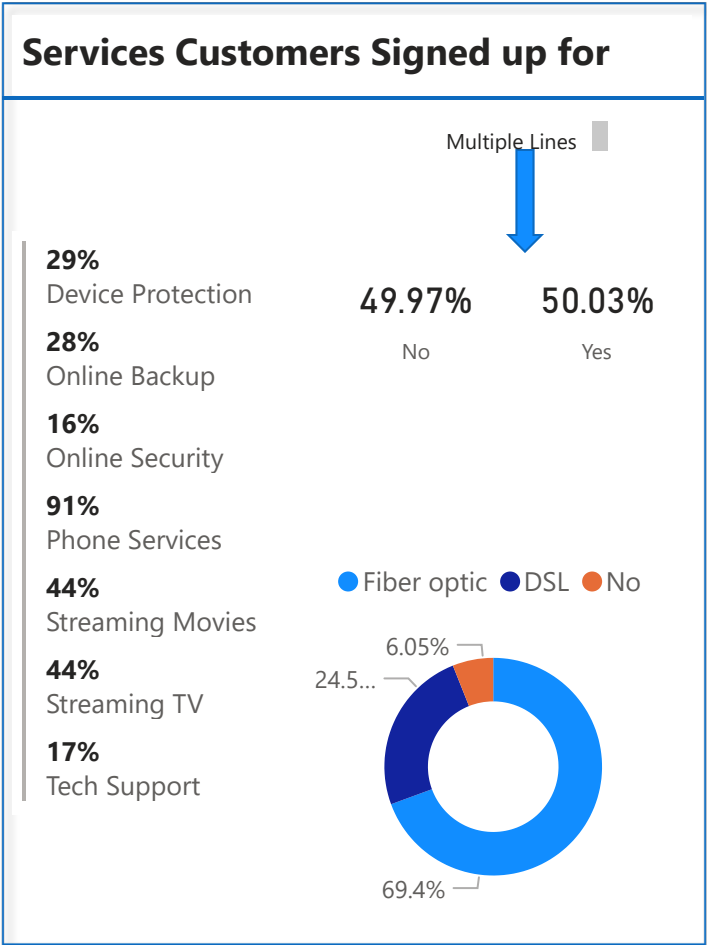
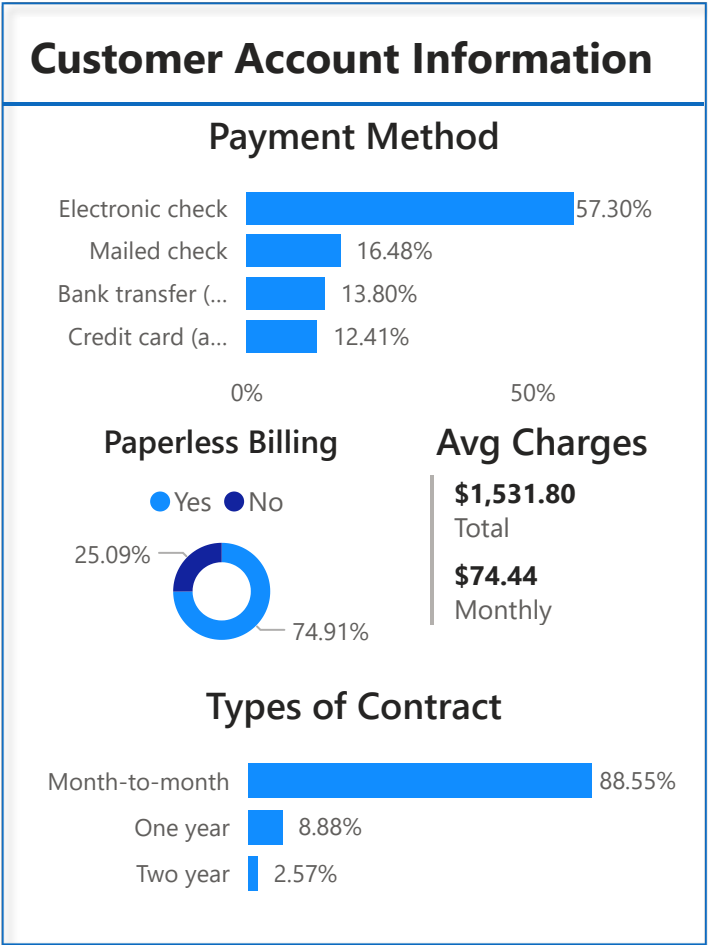
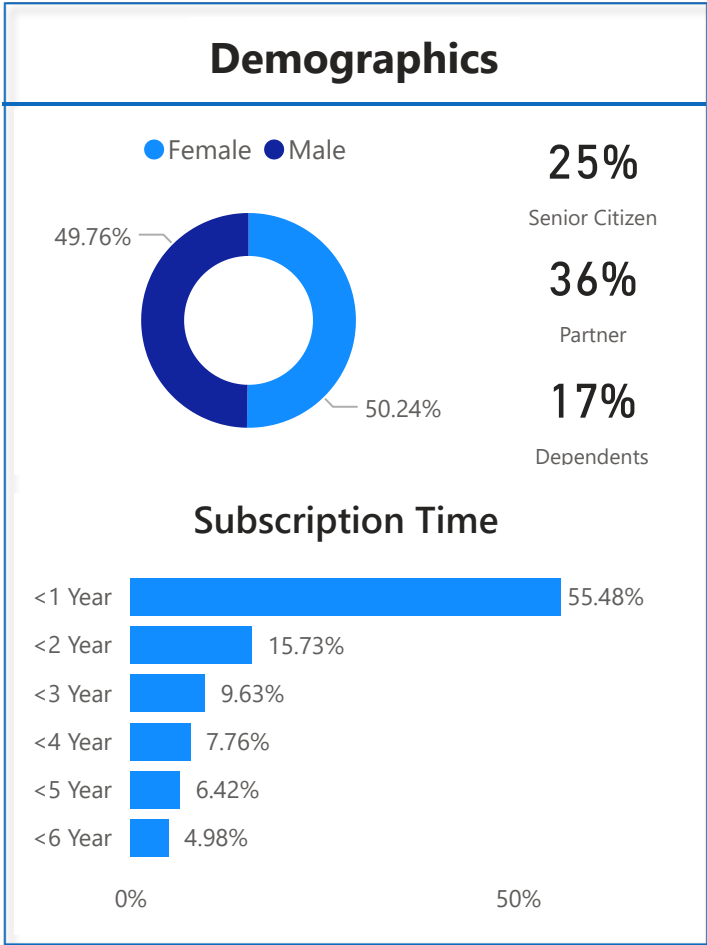
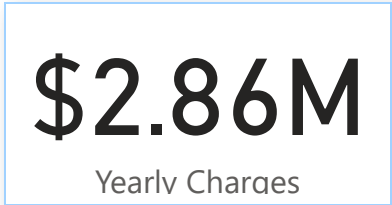
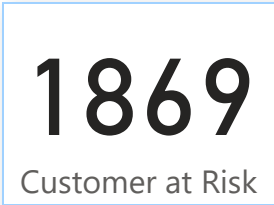
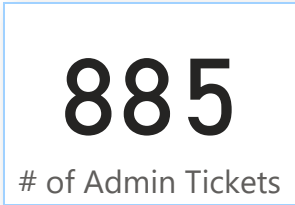
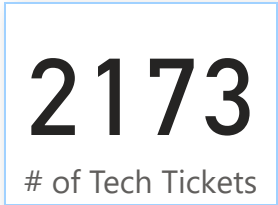
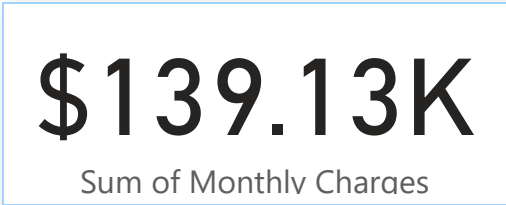
- Demographic
- Customer Account Information
- services

## Customer Risk Analysis



- Internet Services
- Type of Contract
- Payment Method

# Churn Dashboard



# Customer Risk Analysis



## Risk of Churn

☐ No

☐ Yes

## Internet Service

☐ DSL

☐ Fiber optic

☐ No

## Contract Type

☐ Month-to-month

☐ One year

☐ Two year

## Months Subscribed

0 72



7043

Total Customers

26.54%

Churn Rate %

\$16.06M

Yearly Charges

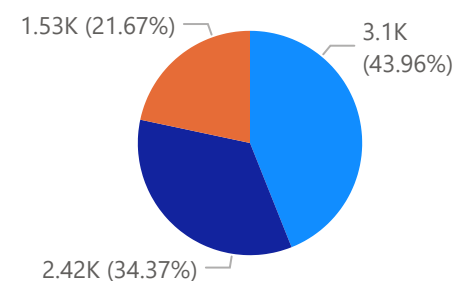
3632

Admin Tickets

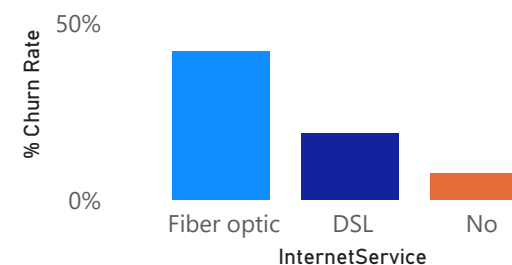
2955

Tech Tickets

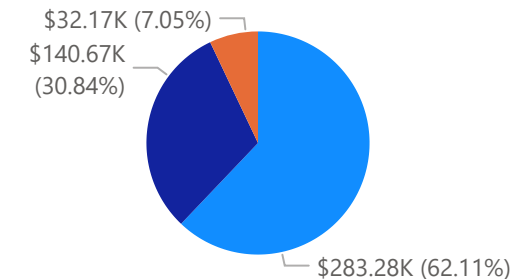
### #of Customers by Internet Services



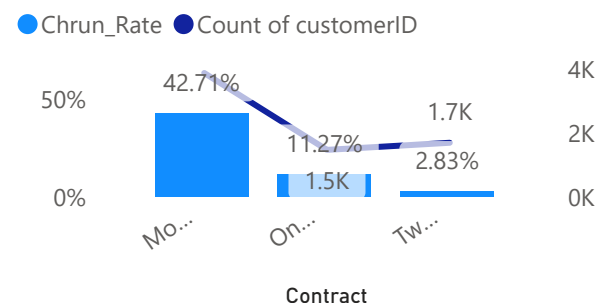
### Churn by Type of Internet Services



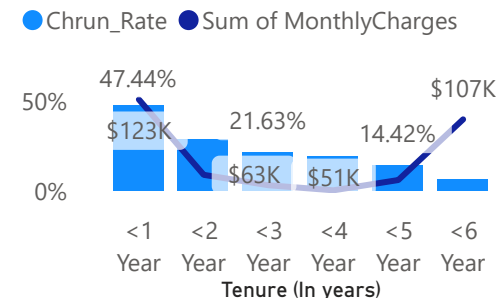
### Sum of Monthly Charges



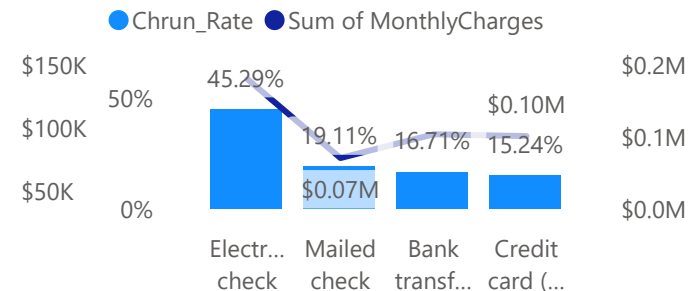
### Type of Contract



### Years of Contract



### Churn by Payment Method



# Churn Analysis



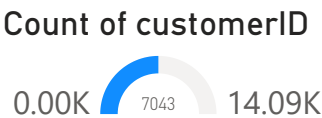
Churn Customer

No

Yes

2955  
Sum of numTechTickets

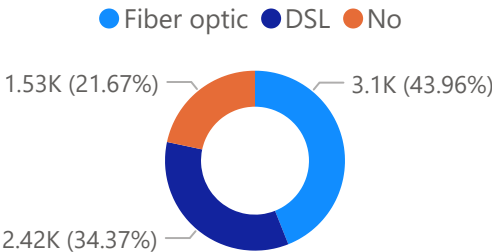
\$16.06M  
Total Charges



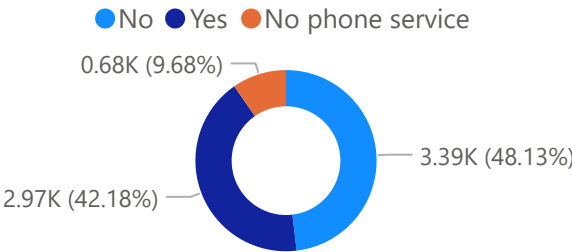
\$456.12K  
Monthly Charges

3632  
Sum of numAdminTickets

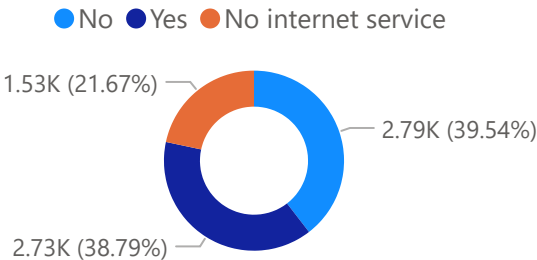
Internet Service



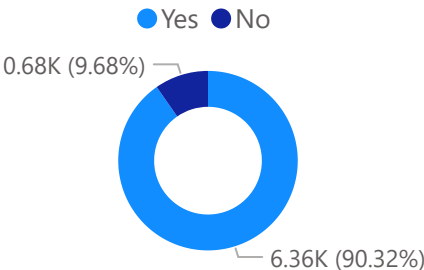
Multiple Lines



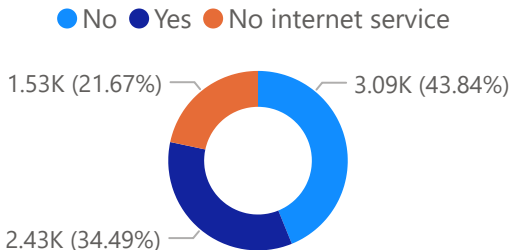
Streaming Movies



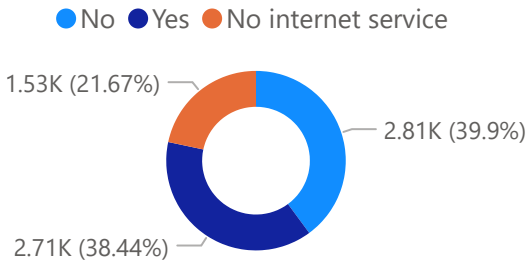
Phone Service



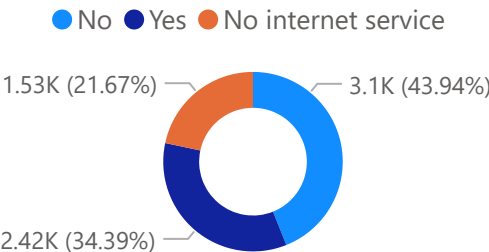
Online Backup



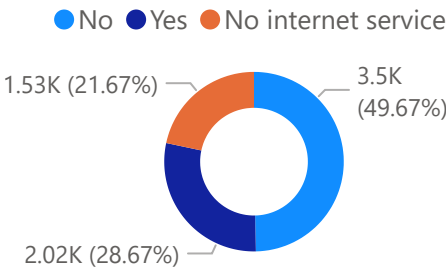
Streaming TV



Device Protection



Online Security



Tech Support

