

Welcome to PhoneNow

Key Performance Indicators

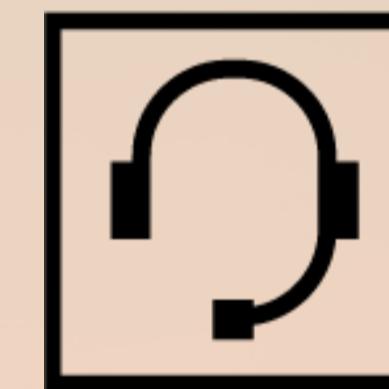
- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet service
- Type of contract
- Payment method





Churn Dashboard



This dashboard has a filter with churn = "yes"

1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets

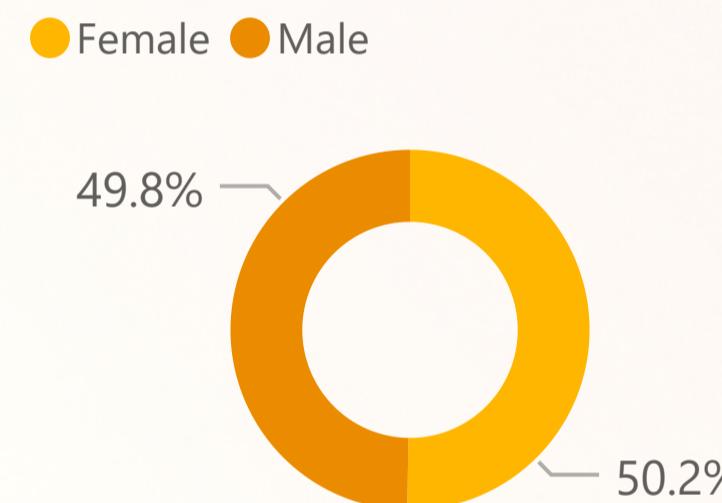
\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Demographics



25%

Senior-Citizen

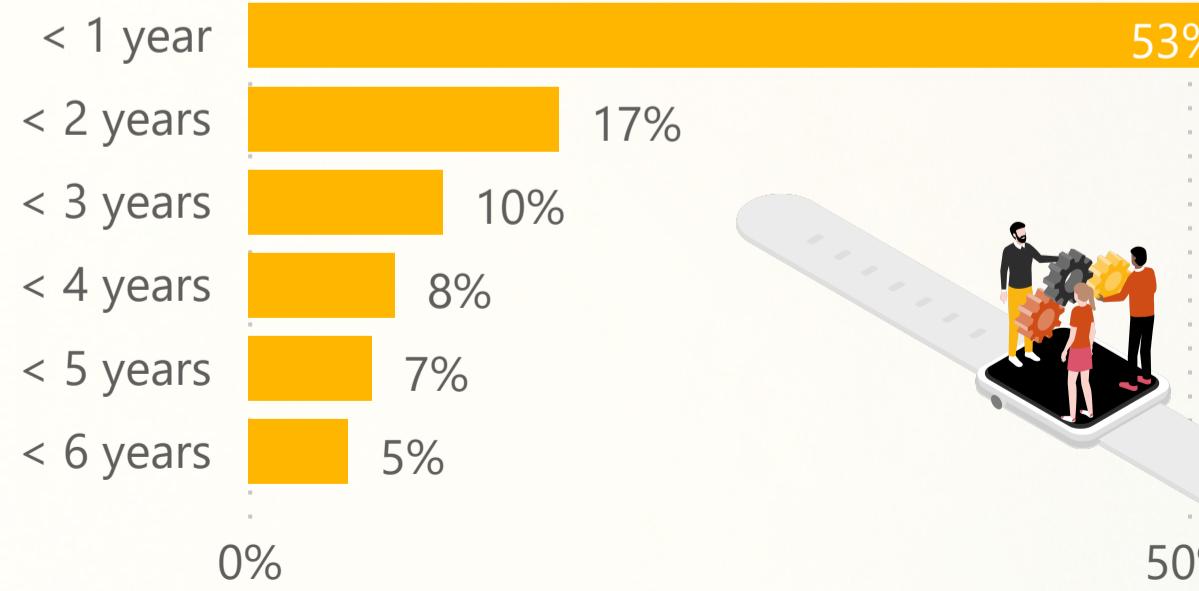
36%

Partner

17%

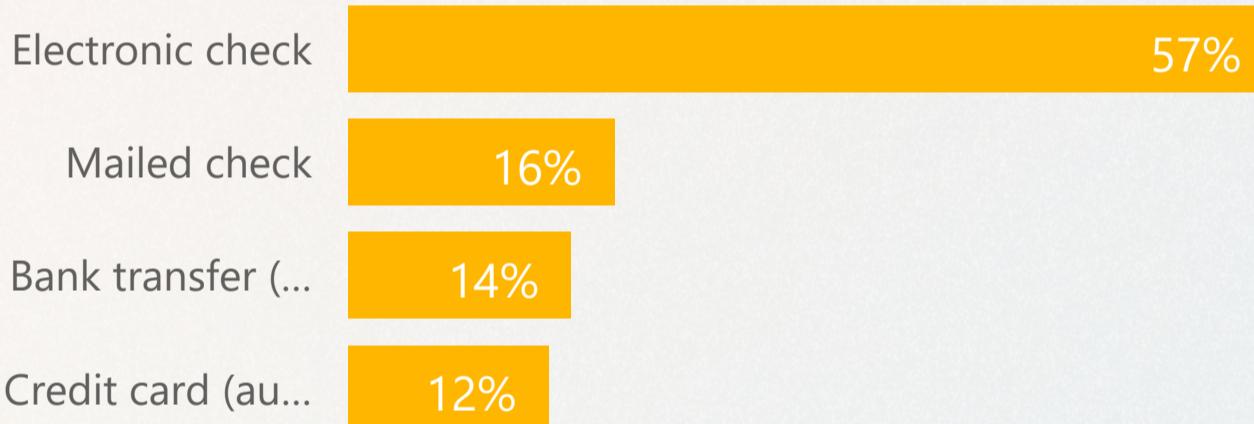
Dependents

Subscription time

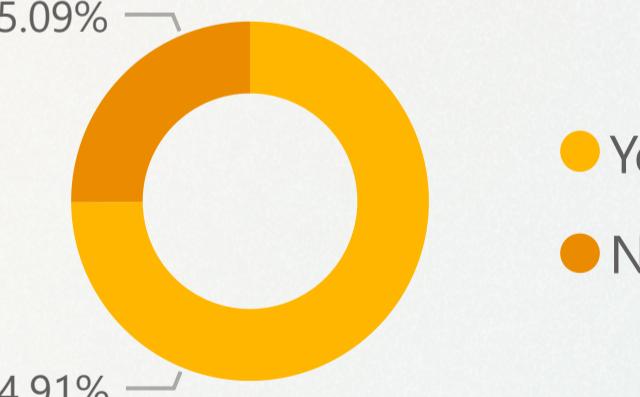


Customer account information

Payment method



Paperless billing



Average charges

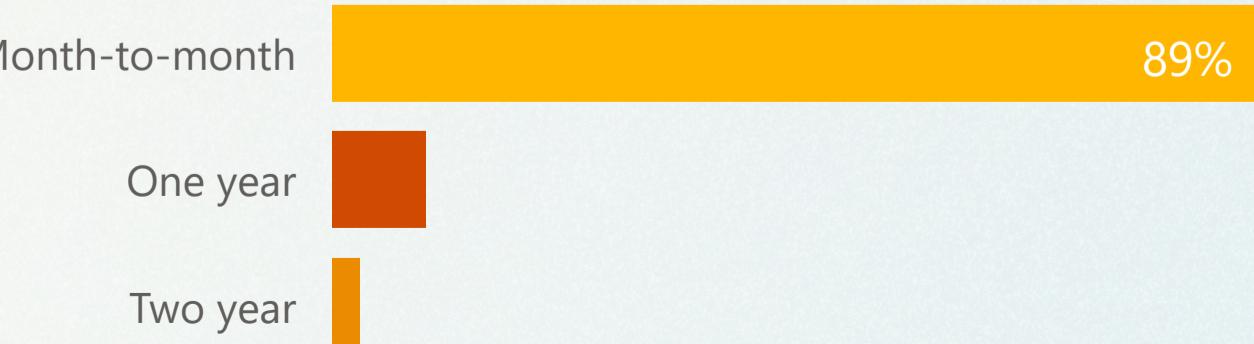
\$74.44

Monthly

\$1,531.80

Total

Type of contract



Services customers signed up for

91%

Phone Service

Multiple Lines?

49.97%

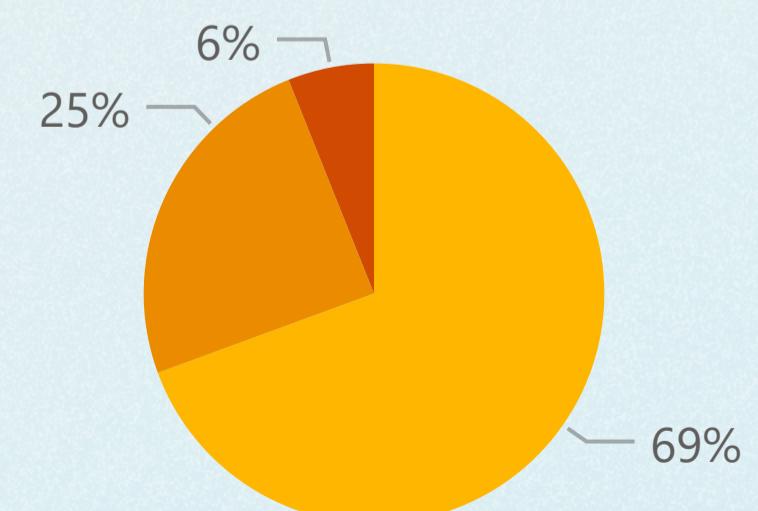
no

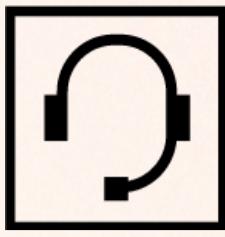
50.03%

yes



Fiber optic (Yellow) DSL (Orange) No (Red)





Customer Risk Analysis



Risk of churn

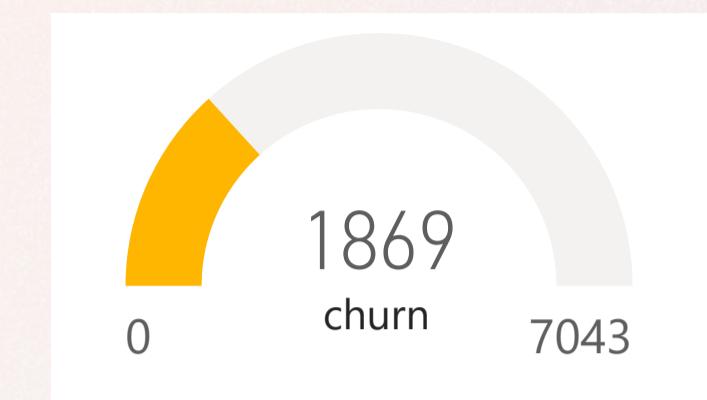
- No
- Yes

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

2955

Tech Tickets

3632

Admin Tickets



Internet service

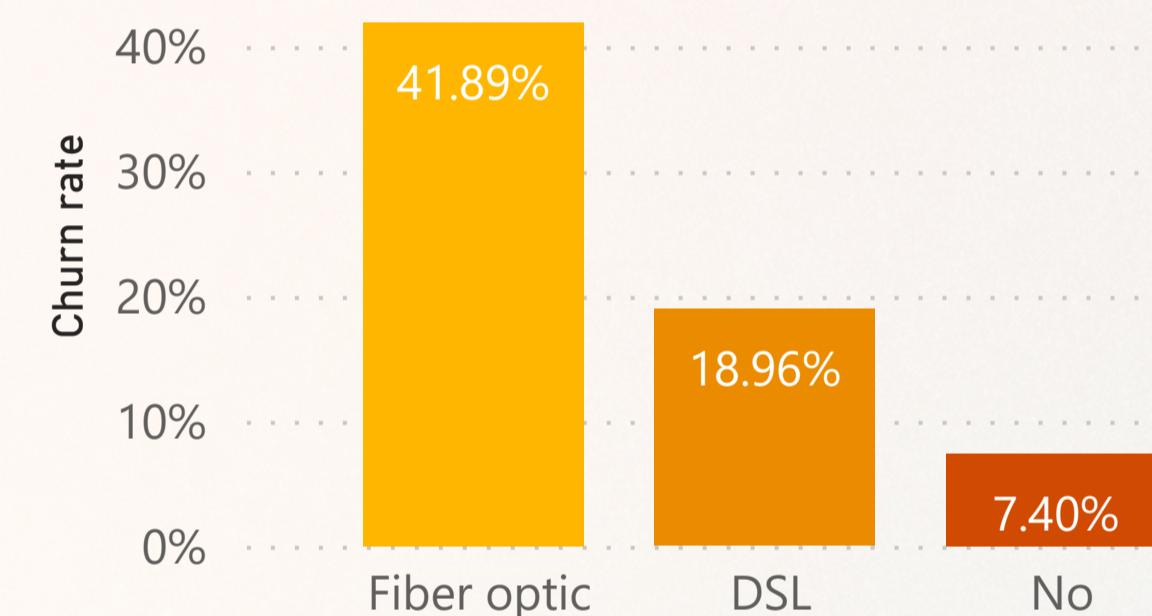
- DSL
- Fiber optic
- No

Months subscribed

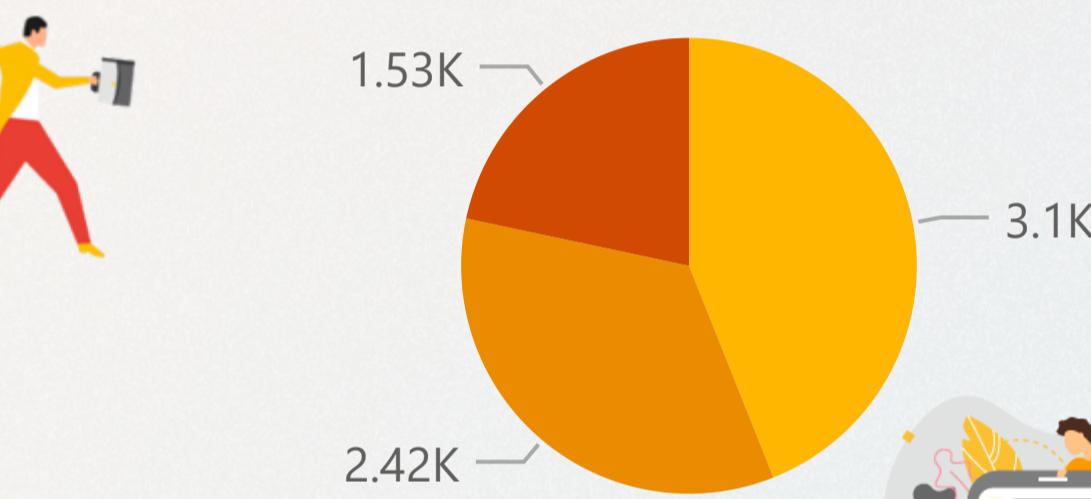
0 72



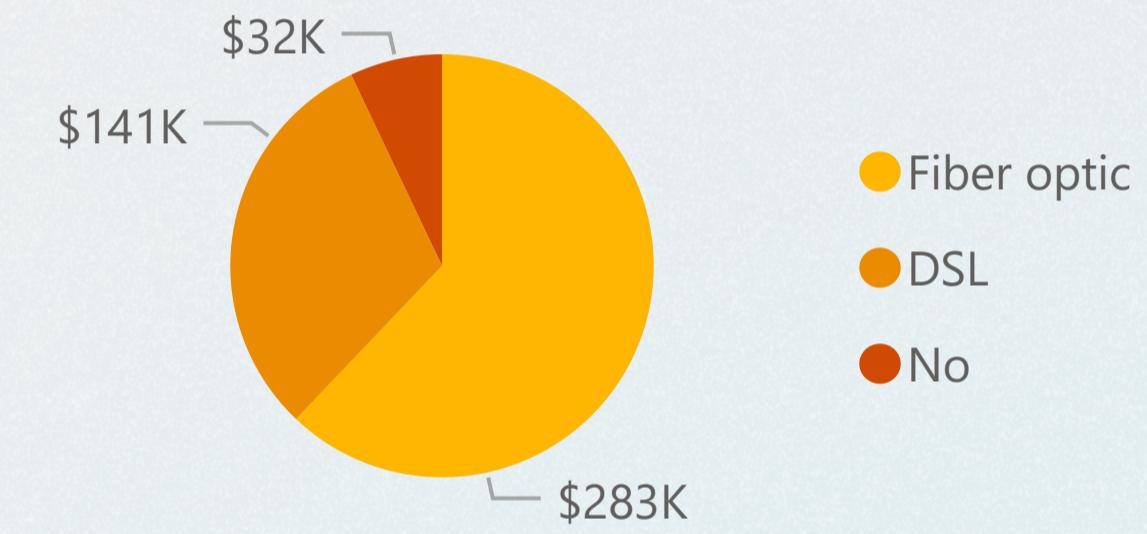
Churn by type of internet service



of customers by internet service



Sum of monthly charges



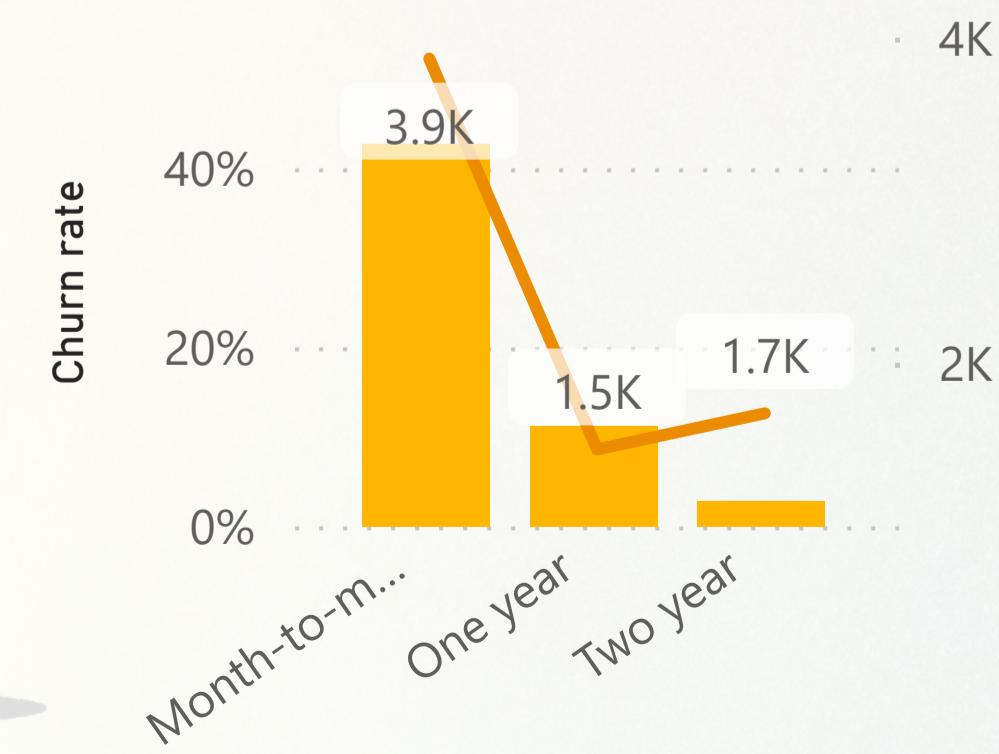
Contract type

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



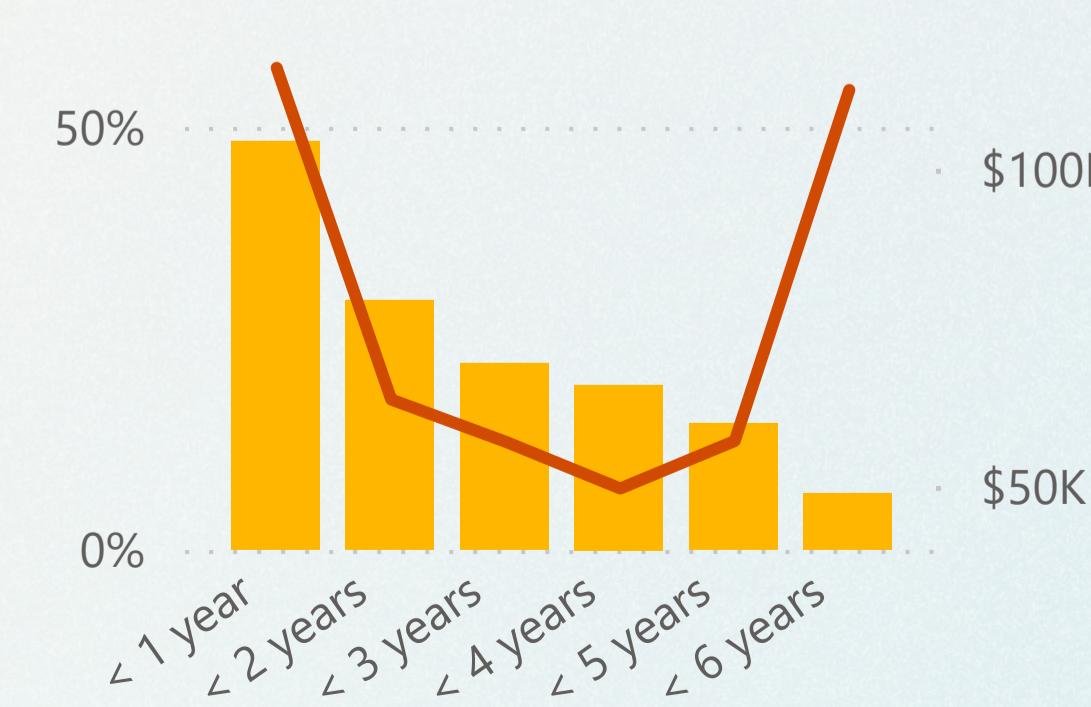
Type of contract

Churn rate Customers



Years of contract

Churn rate % Sum of MonthlyCharges



Churn by payment method

Churn rate % Sum of MonthlyCharges

