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

Date: Jan 2025
Virtual Case Experience: Power BI

Churn Dashboard

pwc
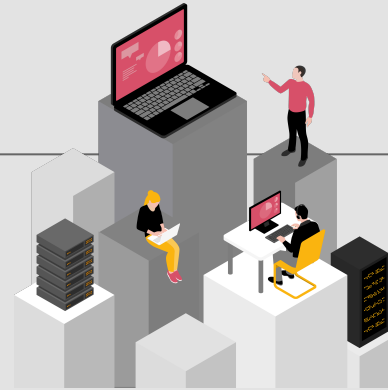
1869	**2173**	**885**	**$2.86M**	**$139.13K**
Customers at risk	# of Tech Tickets	# of Admin Tickets	Yearly Charges	Monthly Charges

👥 Demographics

● Female ● Male

49.8%

50.2%
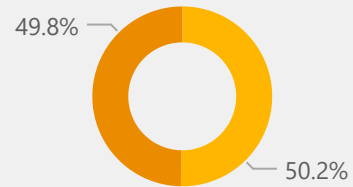
25%
Senior-Citizen

36%
Partner

17%
Dependents

Subscription time

< 1 year	53%
< 2 years	17%
< 3 years	10%
< 4 years	8%
< 5 years	7%
< 6 years	5%

0%   50%
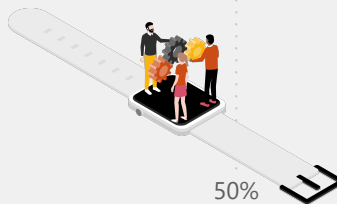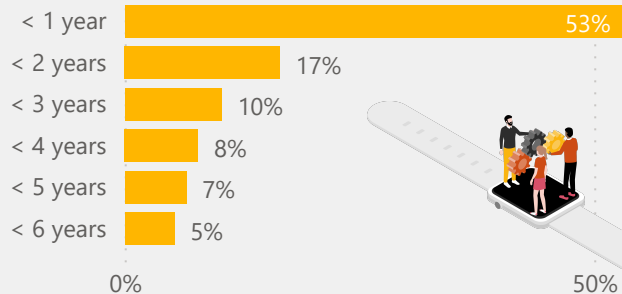
📋 Customer account information

Payment method

Electronic check	57%
Mailed check	16%
Bank transfer (...	14%
Credit card (au...	12%
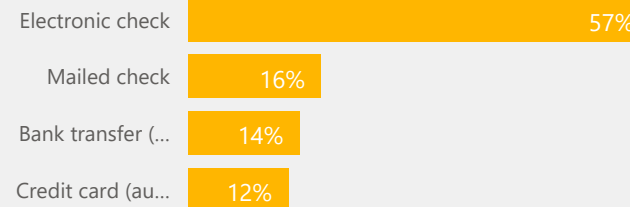
Paperless billing

25.09%

74.91%

● Yes
● No
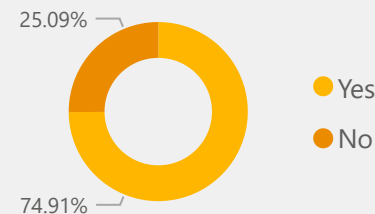
Average charges

$74.44
Monthly

$1,531.80
Total

Type of contract

Month-to-month	89%
One year	
Two year	

🛒 Services customers signed up for

91%
Phone Service

Multiple Lines?
→ **49.97%** no   **50.03%** yes

44%
Streaming TV

44%
Streaming Movies

29%
Device protection

28%
Online Backup

17%
Tech Support

16%
Online Security

● Fiber optic ● DSL ● No

6%
25%
69%
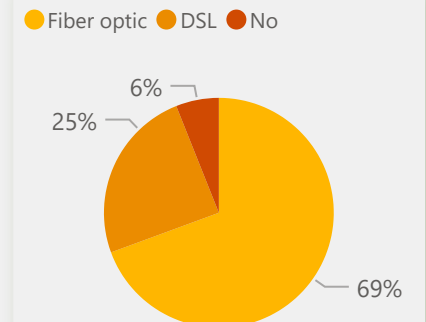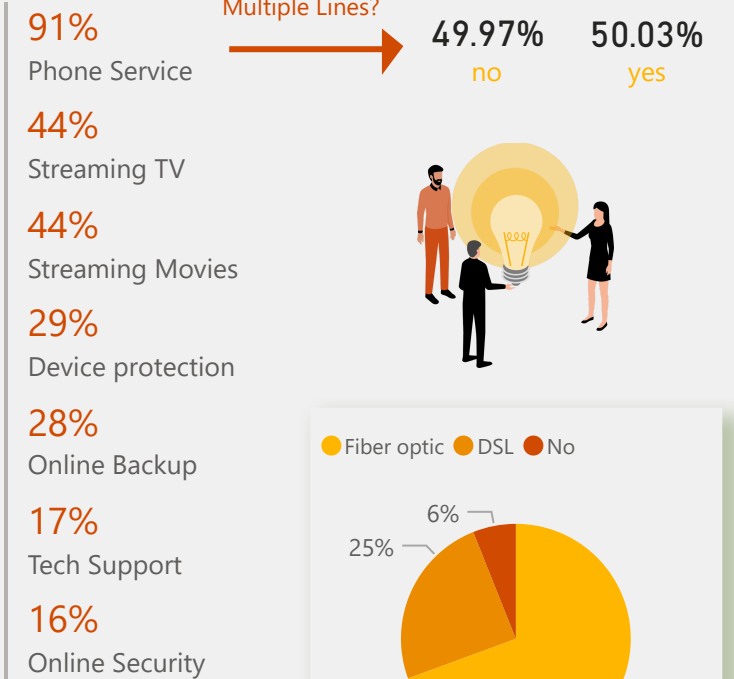
Customer Risk Analysis
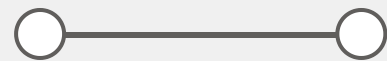
Risk of churn

- ☐ No
- ☐ Yes

Internet service

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Months subscribed

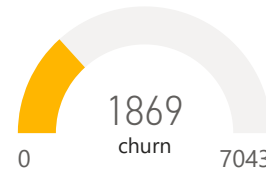| 0 | 72 |

Contract type

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

7043
Total customers

26.54%
churn rate %
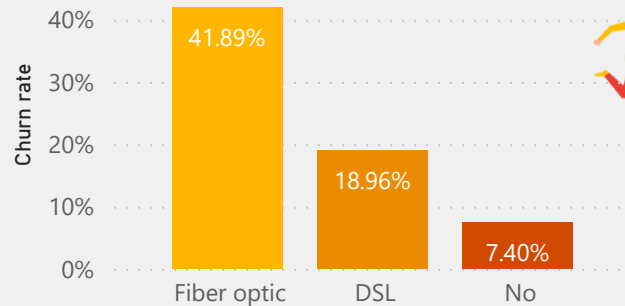
1869 churn
0 — 7043

$16.06M
Yearly Charges

2955 Tech Tickets

3632 Admin Tickets

Churn by type of internet service

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

Churn rate (Y-axis): 0% – 40%

of customers by internet service

- 3.1K
- 2.42K
- 1.53K

Sum of monthly charges

- $283K
- $141K
- $32K

Legend:
- Fiber optic
- DSL
- No

Type of contract

Legend: ● Churn rate ● Customers

- Month-to-month: 3.9K
- One year: 1.5K
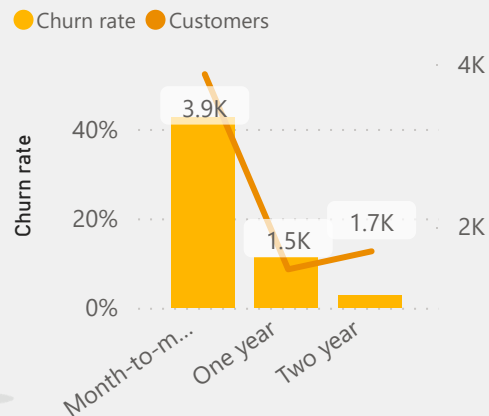- Two year: 1.7K

Churn rate (left Y-axis): 0% – 40%
Customers (right Y-axis): 2K – 4K

Years of contract

Legend: ● churn rate % ● Sum of MonthlyCharges

X-axis: < 1 year, < 2 years, < 3 years, < 4 years, < 5 years, < 6 years

Left Y-axis: 0% – 50%
Right Y-axis: $50K – $100K

Churn by payment method

Legend: ● churn rate % ● Sum of MonthlyCharges

X-axis: Electro... check, Mailed check, Bank transfer (autom...), Credit card (autom...)

Left Y-axis: 0% – 50%
Right Y-axis: $100K – $200K