



Welcome to Phone-Now

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





Churn Dashboard



This dashboard has a filter with churn = "yes"

1869

Customers at risk

2173

No. of Tech Tickets

885

No. of Admin Tickets

\$2.86M

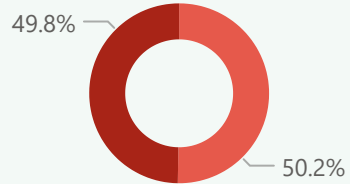
Yearly Charges

\$139.13K

Monthly Charges

Demographics

Female Male



25%

Senior-Citizen

36%

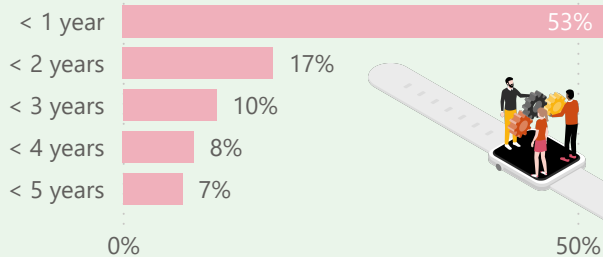
Partner

17%

Dependents

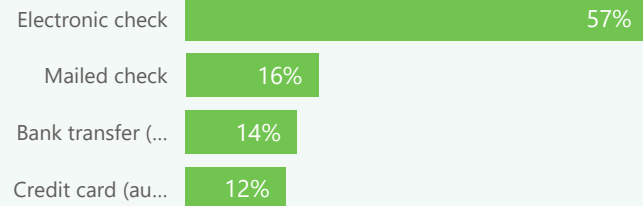
Subscription time

% GT Count of Churn by Loyalty

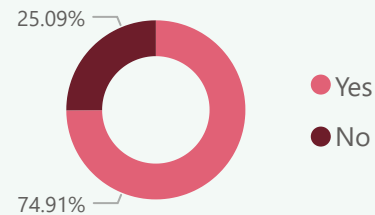


Customer account information

Payment method



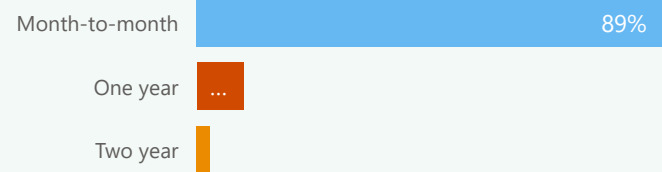
Paperless billing



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

44%

Streaming TV

44%

Streaming Movies

29%

Device protection

28%

Online Backup

17%

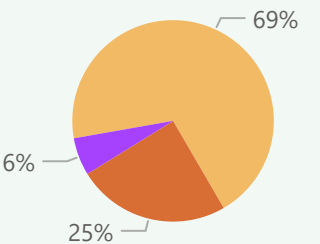
Tech Support

16%

Online Security

%GT Count of InternetService by InternetService

Fiber optic DSL No



Customer Risk Analysis

Risk of churn

- ☐ No
☐ Yes

Internet service

- ☐ DSL
☐ Fiber optic
☐ No

Months subscribed

0 72

Contract type

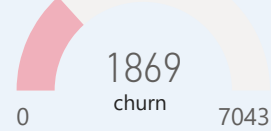
- ☐ Month-to-month
☐ One year
☐ Two year

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly Charges

2955

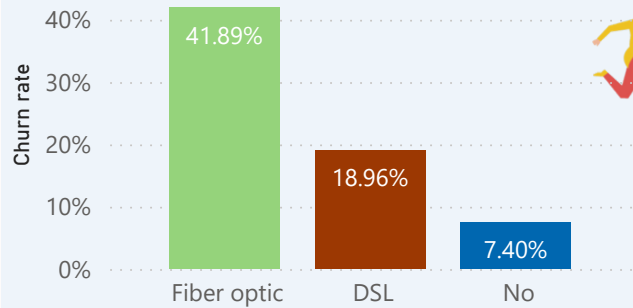
Tech Tickets

3632

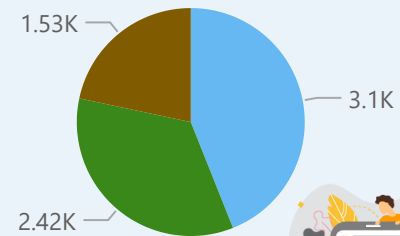
Admin Tickets



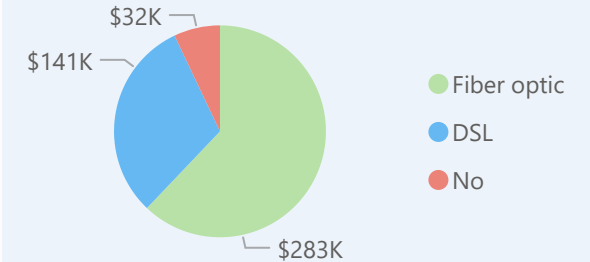
Churn by type of internet service



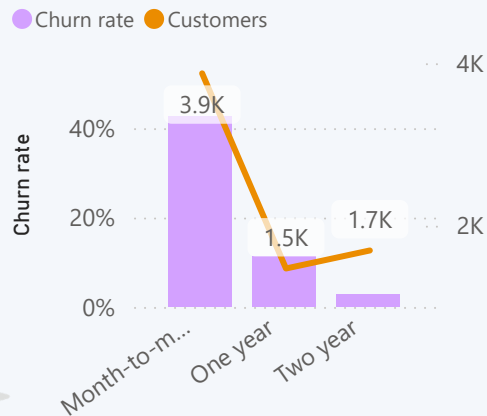
No. of customers by internet service



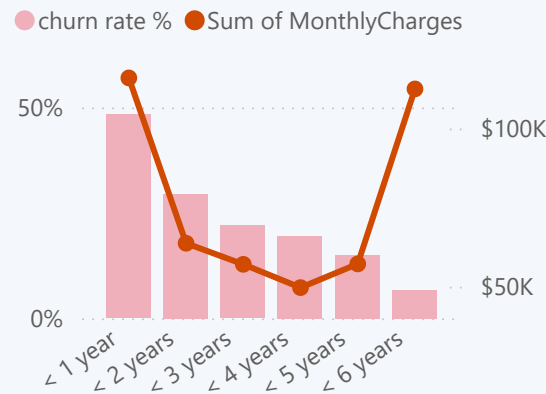
Sum of monthly charges



Type of contract



Years of contract



Churn by payment method

