

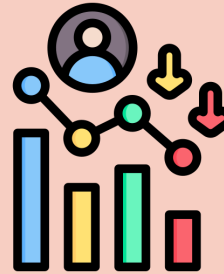
# Welcome to PhoneNow



## Key Performance Indicators

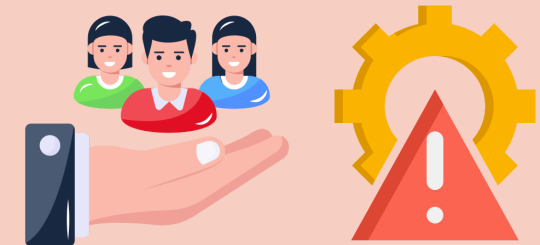
1. Enhance tech support for Fiber Optic customers and reduce the average number of tech support tickets per customer to 0.5
2. Boost sales of 1-year and 2-year contracts by 5% each
3. Achieve a 5% annual growth in automatic payment adoption

## Churn Dashboard



Customer Demographics  
Account Details  
Subscribed Services

## Customer Risk Analysis



Type of Internet Service  
Contract Duration  
Preferred Payment Method



# Churn Dashboard



1869

Customer at Risk

2173

#of Tech Tickets

885

#of Admin Tickets

\$2.86M

Yearly Charges

\$139.13K

Monthly Charges



## Demographics

Female Male



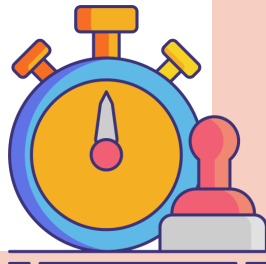
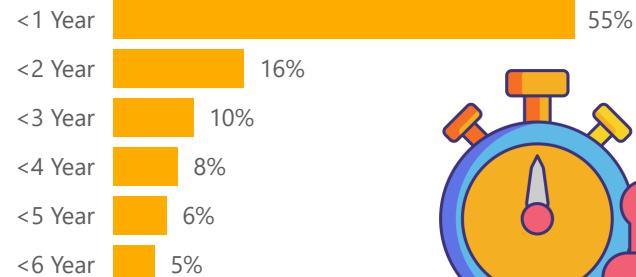
25% 36%

Senior Citizen Partner

17%

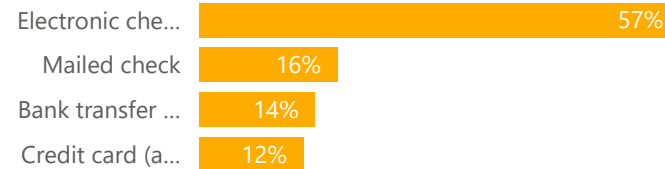
Dependents

## Subscription Time

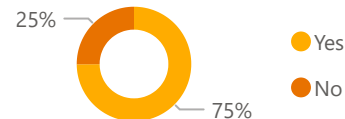


## Customer Account Information

### Payment Method



### Paperless Billing



### Average Charges

\$74.44  
Monthly  
\$1,531.80  
Total

### Type of Contract



## Services Customer Signed up for

91%  
% Phone Service

44%  
% Streaming TV

44%  
% Streaming Movies

29%  
% Device Protection

28%  
% Online Backup

17%  
% Tech Support

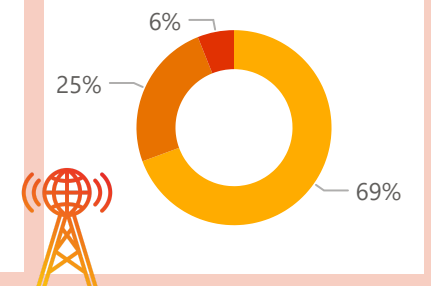
16%  
% Online Security

### Multiple Lines



49.97%  
No  
50.03%  
Yes

Fiber optic DSL No





# Customer Risk Analyst



## Risk of Churn

- ☐ No
- ☐ Yes



## Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No



## Month Subscribe

0 72



## Contract Type

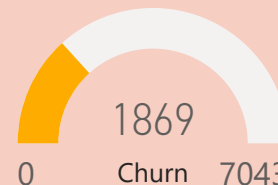
- ☐ Month-to-month
- ☐ One year
- ☐ Two year

7043

Total Customer

27%

Churn Rate



\$16.06M

Sum of TotalCharges

3632

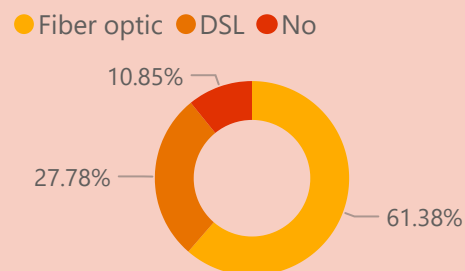
Admin Tickets

2955

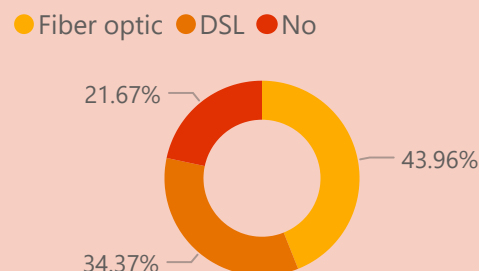
Tech Tickets



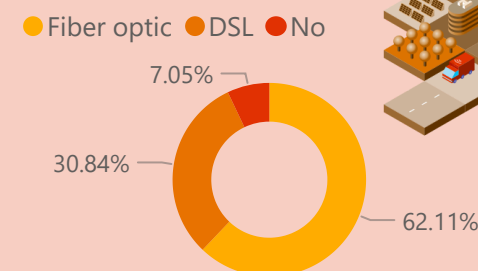
## Churn By Type of Internet Services



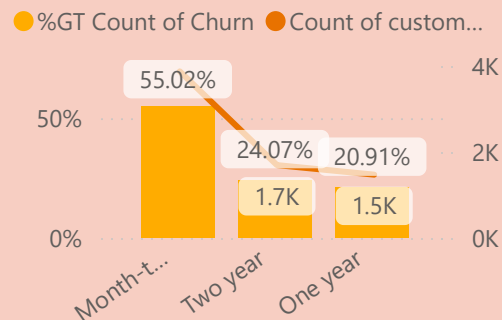
## #of Customers By Internet Service



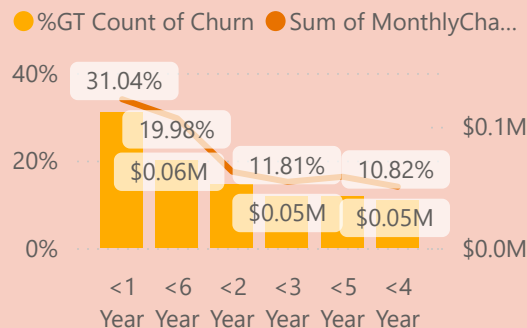
## Churn By Type of Internet Services



## Type of Contract



## Years of Contract



## Churn by Payment Method

