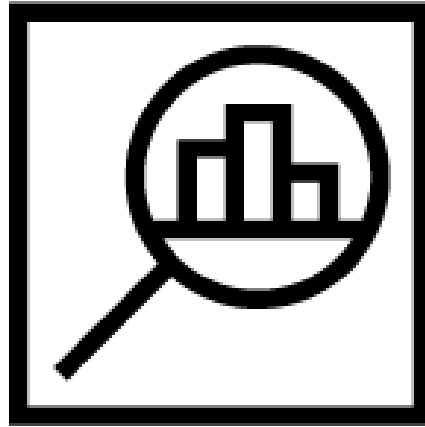


# Welcome

## Key Performance Indicators

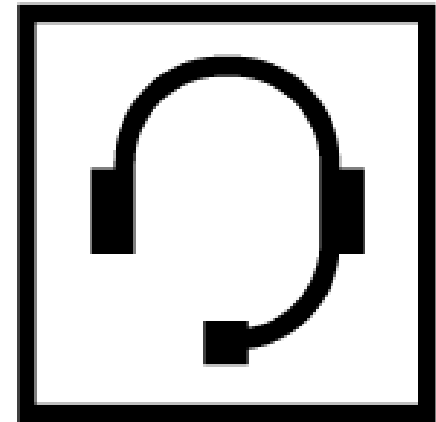
- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

## Churn Dashboard



- Demographics
- Customer Account Information
- Services

## Customer Risk Analysis



- Internet Service
- Type of Contract
- Payment Method



# Churn Dashboard



Customer At Risk

7043

Tech Tickets

2955

Admin Tickets

3632

Yearly Charges

\$16.06M

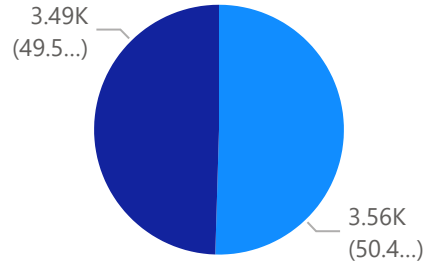
Monthly Charges

\$456.12K



## Demographics

● Male ● Female



25%

Senior Citizen

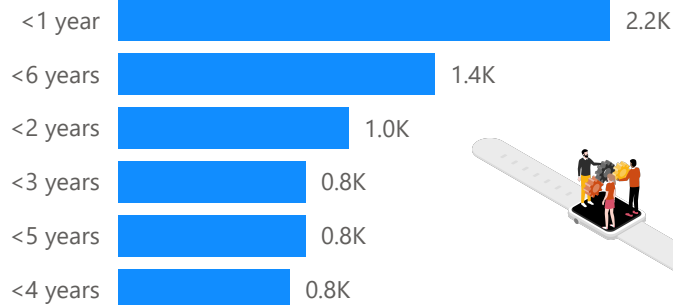
36%

Partner

17%

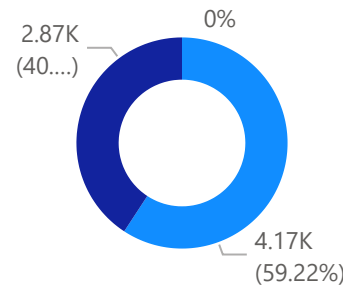
Dependents

## Subscription Times



## Customer Account Information

### Payment Method



### Average Charges

\$4,56,116.6  
Monthly Charges  
\$1,60,56,168.7  
Total Charges

### Types of Contract



## Services Customers Signed Up for

90.90%

Phone Service

49.97% 50.03%

25.47%

Senior Citizen

No

Yes

43.77%

Streaming Movies

43.55%

Streaming Tv

16.59%

TechSupport

29.16%

Device Protection

27.98%

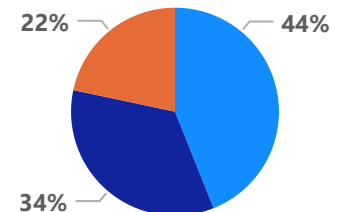
Online Backup

15.78%

Online Security



● Fiber optic ● DSL ● No





# Customer Risk Analysis



## Churn

- ☐ No  
☐ Yes

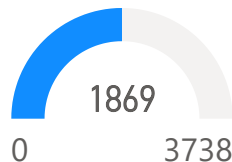
## Total Customers

7043

## Churn Rate %

26.54%

## churn



## Yearly Charges

\$16.06M

3632

AdminTickets

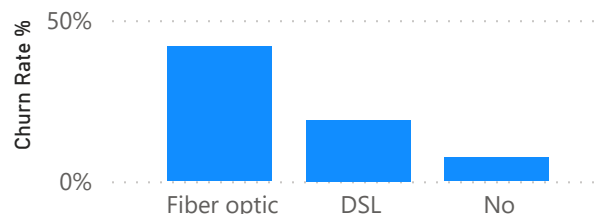
2955

TechTickets

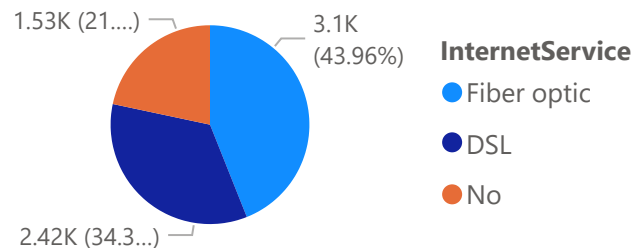
## InternetService

- ☐ DSL  
☐ Fiber optic  
☐ No

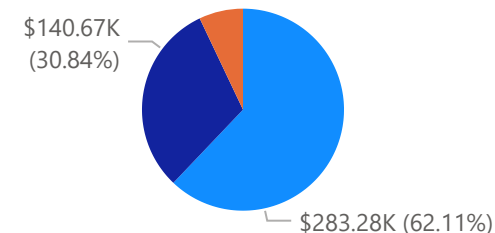
## Churn by InternetService



## customerID by InternetService



## MonthlyCharges

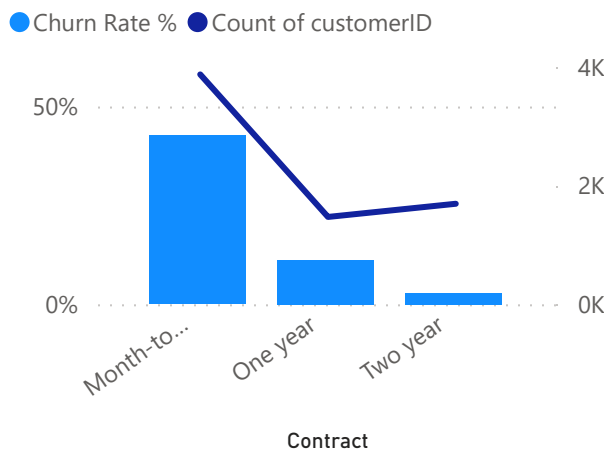


## tenure

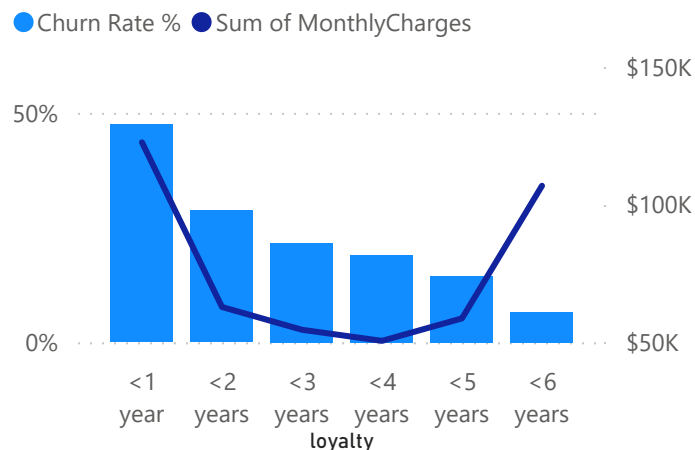
0 72



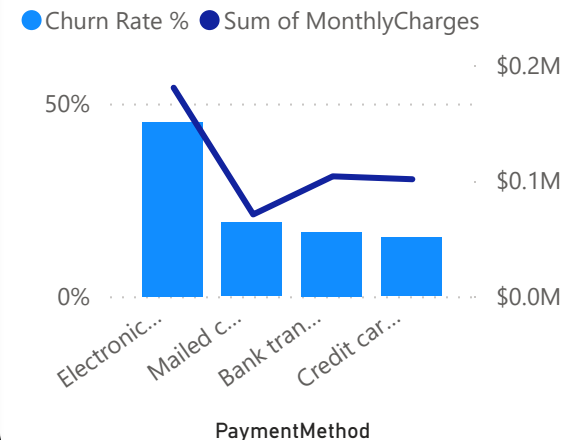
## Types of Contract



## Years of contract



## Churn Rate by PaymentMethod



## Contract

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