

## Google Fiber BI Capstone — Final Insights & Recommendations

### Insight 1 — Churn Spikes in High-Outage Regions

Customers in regions with frequent outages show churn rates 1.8–2.3x higher than the network-wide average.

Recommendation: Prioritize infrastructure investment, proactive outage communication, automated credits.

Expected Impact: 6–10% churn reduction.

### Insight 2 — Late Afternoon Install Backlogs Increase Duration

Install duration rises significantly after 2 PM, with higher incomplete job counts 4–6 PM.

Recommendation: Load-balance scheduling, cross-train technician teams, shift installs to morning.

Expected Impact: 15–20% reduction in install duration.

### Insight 3 — Lower-Tier Plans Produce Higher Ticket Volume

Lower-tier customers generate more support tickets and exhibit lower NPS scores.

Recommendation: Offer plan assessments, automated upgrade triggers, bundled mesh WiFi.

Expected Impact: 8–12% reduction in ticket volume.

### Insight 4 — Long Resolution Times Drive Repeat Tickets

Tickets unresolved after 48 hours are 3x more likely to result in follow-ups.

Recommendation: Increase staffing in slow regions, add SLA alerts, enable AI-assisted routing.

Expected Impact: 10–15% reduction in repeat tickets.

### Insight 5 — MRR Growth Driven by Higher-Speed Plans

Premium plans (1Gbps+) drive the largest revenue growth.

Recommendation: Target marketing to high-usage demographics, bundle services, run A/B upgrade tests.

Expected Impact: 5–8% revenue growth.

## Overall Strategy

1. Reduce churn via network stability improvements.
2. Improve operational efficiency in installation workflow.
3. Enhance customer satisfaction with proactive improvements.
4. Increase revenue with premium-plan upsell strategy.

## Conclusion

Implementing these steps will improve customer satisfaction, reduce operational costs, and grow revenue. The Tableau dashboards now provide a real-time monitoring system for Google Fiber.