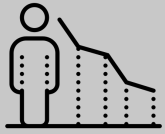




Key Performance Indicators

- More than half of the churned customers quit within less than 1 year.
- There is a high probability of churn risk for customers having any tech tickets.
- Automatic payment methods i.e. bank transfer and credit card must be promoted instead of Electronic check to avoid high churn risk.
- Long term contracts more than one year must be promoted over month-to-month to avoid high churn risk.
- Tech support capacity for customers using fiber optic connection must be increased.



Churn Report



2173

Tech Tickets

885

Admin Tickets

Churn Count

1869

€ 1.53K

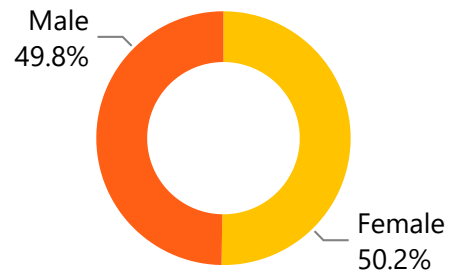
Avg Customer LTV

€ 74.44

Avg Monthly Charge



Demographics

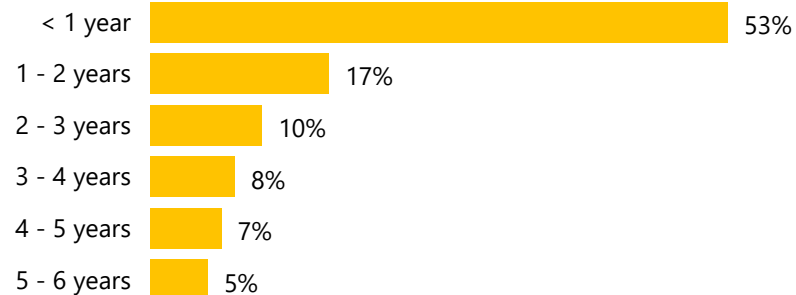


36%
% Partner

25%
% SeniorCitizen

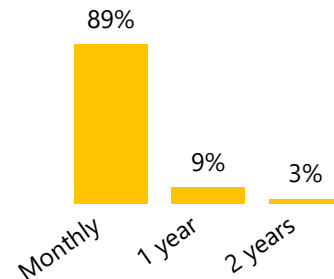
17%
% Dependents

Subscription Time

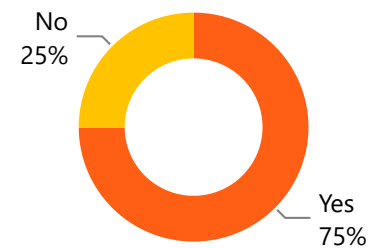


Account Information

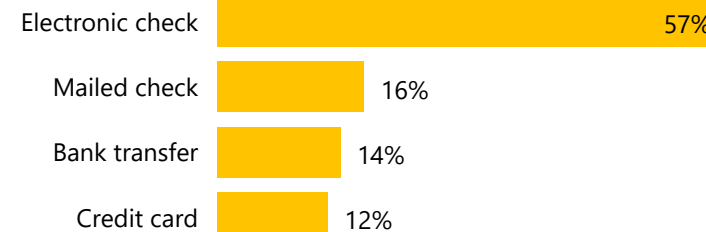
Contract Type



Paperless Billing



Payment Method



Services Subscribed

91%
% PhoneService

44%
% StreamingMovies

44%
% StreamingTV

29%
% DeviceProtection

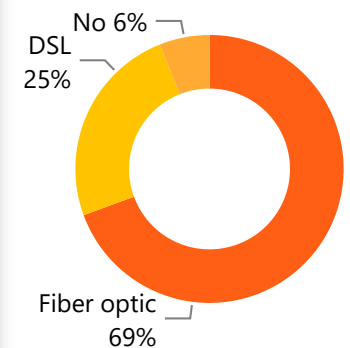
28%
% OnlineBackup

17%
% TechSupport

16%
% OnlineSecurity

45%
% MultipleLines

Internet Service





Customer Risk Analysis



Churn Risk

- ☐ No
- ☐ Yes



Type of Contract

- ☐ 1 year
- ☐ 2 years
- ☐ Monthly



Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No



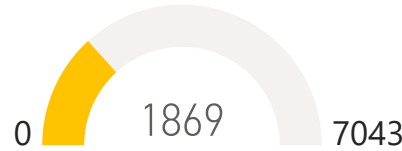
Subscription Time

- ☐ < 1 year
- ☐ 1 - 2 years
- ☐ 2 - 3 years
- ☐ 3 - 4 years
- ☐ 4 - 5 years
- ☐ 5 - 6 years

26.54%

Churn Rate

Churn Gauge



7043

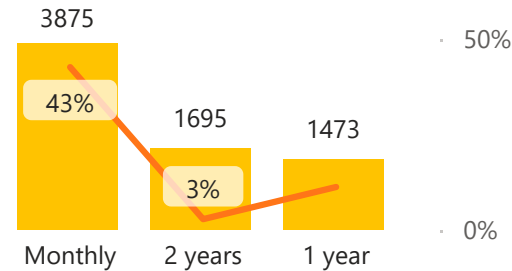
Total Customers

€ 16.06M

Revenue

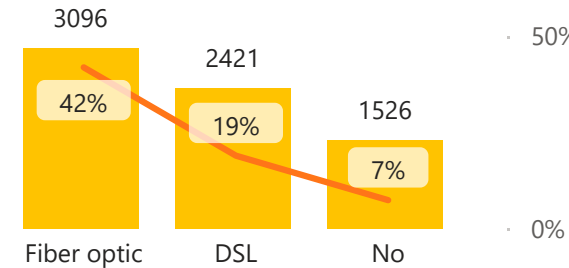
Type of Contract

Count of customerID Churn Rate



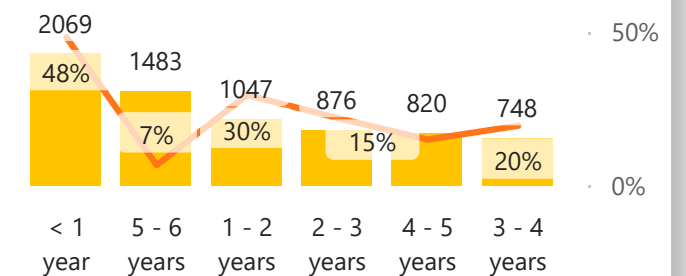
Internet Service

Count of customerID Churn Rate



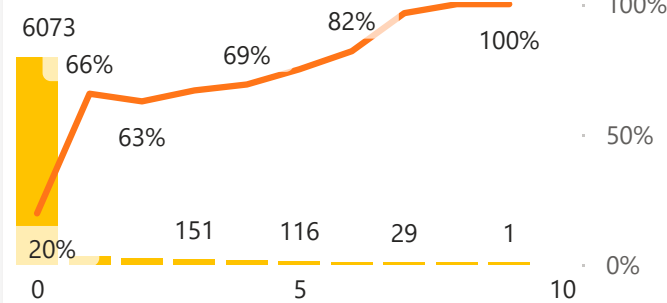
Subscription Time

Count of customerID Churn Rate



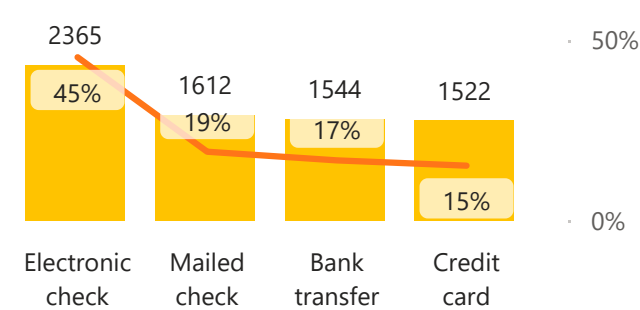
Tech Tickets

Count of customerID Churn Rate



Pay Method

Count of customerID Churn Rate



Tech Support

Count of customerID Churn Rate

