HOME

Churn Dashboard

- Demographics
- Customer Account Information
- Services

Key Performance Indicators

- Increase tech support capacity for fiber optic customers and lower tech tickets per customer to 0.5

- Increase sale of 1 and 2 years contracts by 5% each

- Yearly increase of automatic payment by 5%

Customer Risk Analysis

- Internet Service
- Type of Contract
- Payment Method

CHURN DASHBOARD

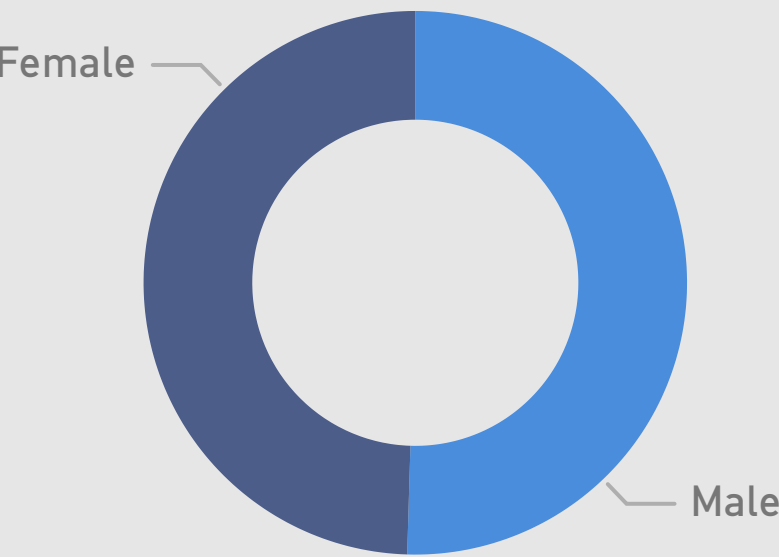| Cutomers at Risk	No. of Tech Tickets	No. of Admin Tickets	Yearly Charges	Monthly Charges
7043	2955	3632	16.06M	456.12K

DEMOGRAPICS

Female / Male

25%
% of Senior Citizen

36%
% Partner

17%
%Dependents

SUBSCRIPTION TIME

<1 Year	29.38%
<6 Year	21.06%
<2 Year	14.87%
<3 Year	12.44%
<5 Year	11.64%
<4 Year	10.62%

0% 10% 20% 30%
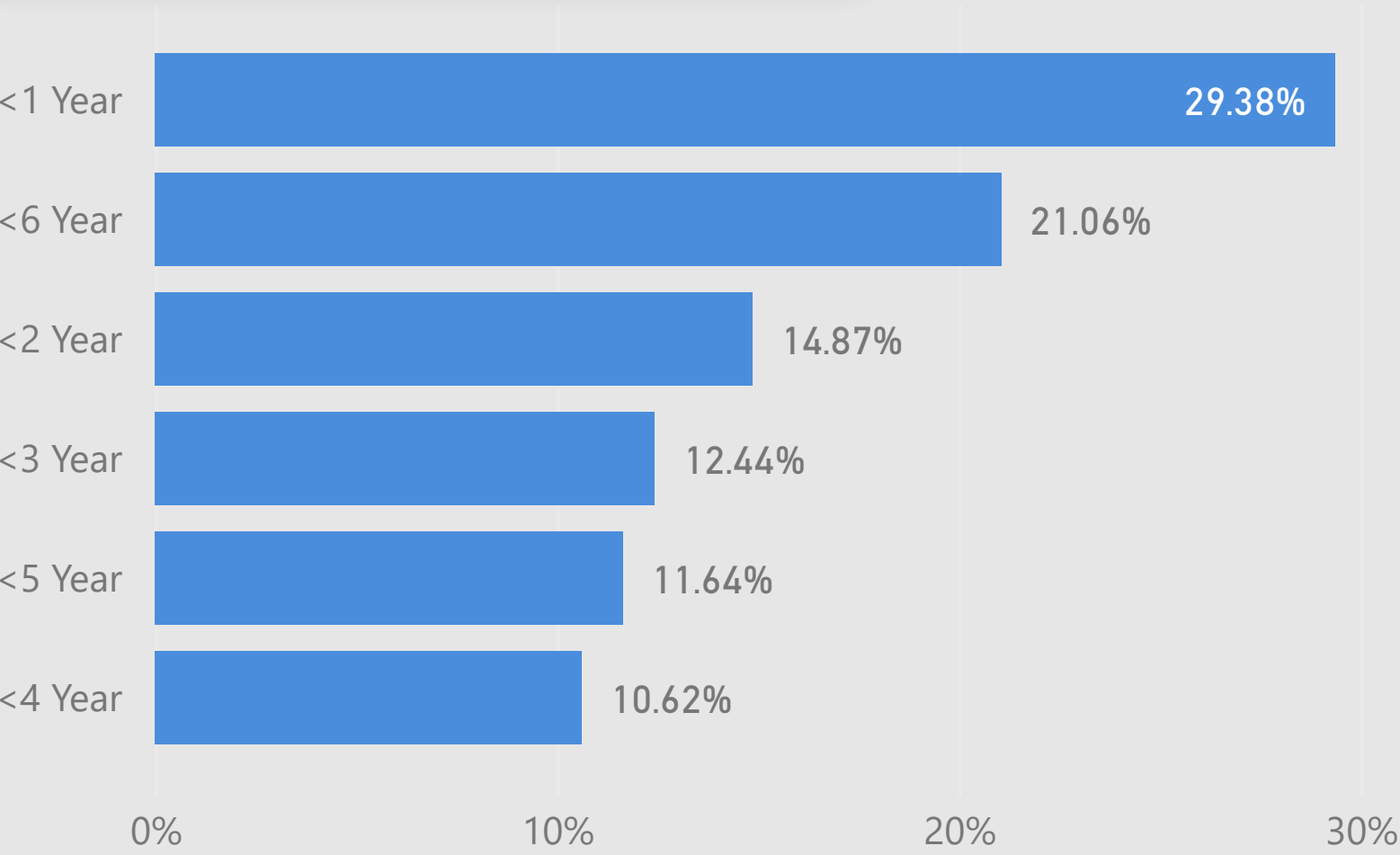
CUSTOMER ACCOUNT

Payment Method

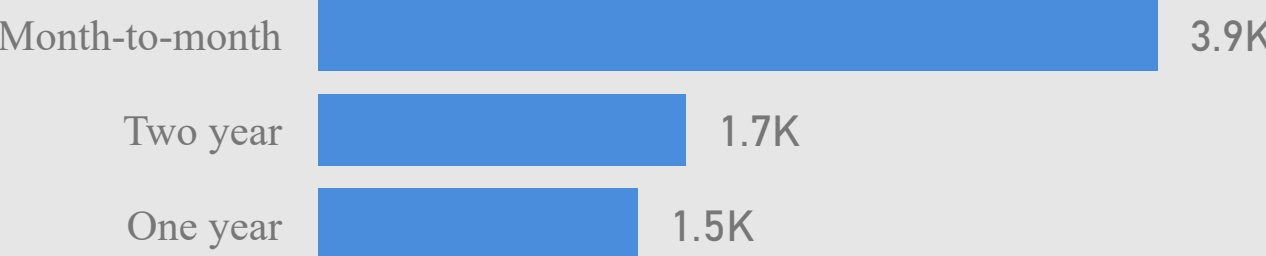|	
Electronic check	2.4K
Mailed check	1.6K
Bank transfer (a…	1.5K
Credit card (auto…	1.5K

0K   1K   2K

Paperless Billing

No / Yes

Contract
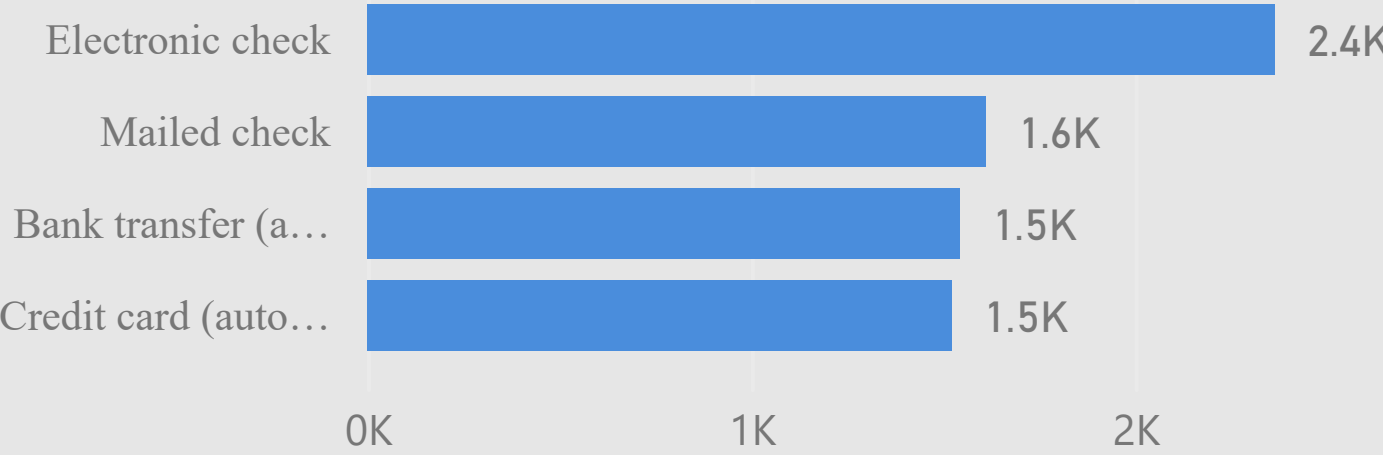
Month-to-month	3.9K
Two year	1.7K
One year	1.5K
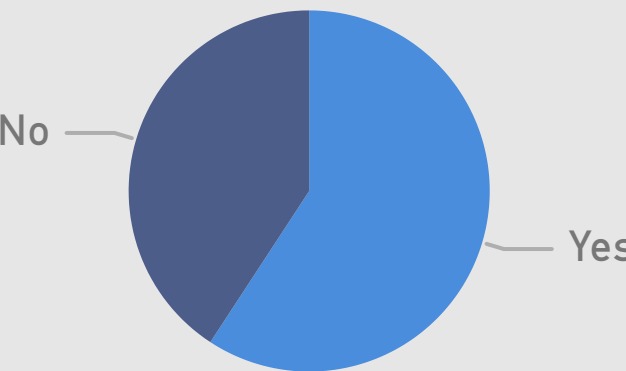
SERVICES CUSTOMER SIGNED UP FOR

- ● Streaming Mo…
- ● Online Backu…
- ● Online Securit…
- ● Phone Service…
- ● Streaming TV …

44% 44% 28… 16% 91%

Internet Services

● Fiber optic ● DSL ● No

No / Fiber optic / DSL
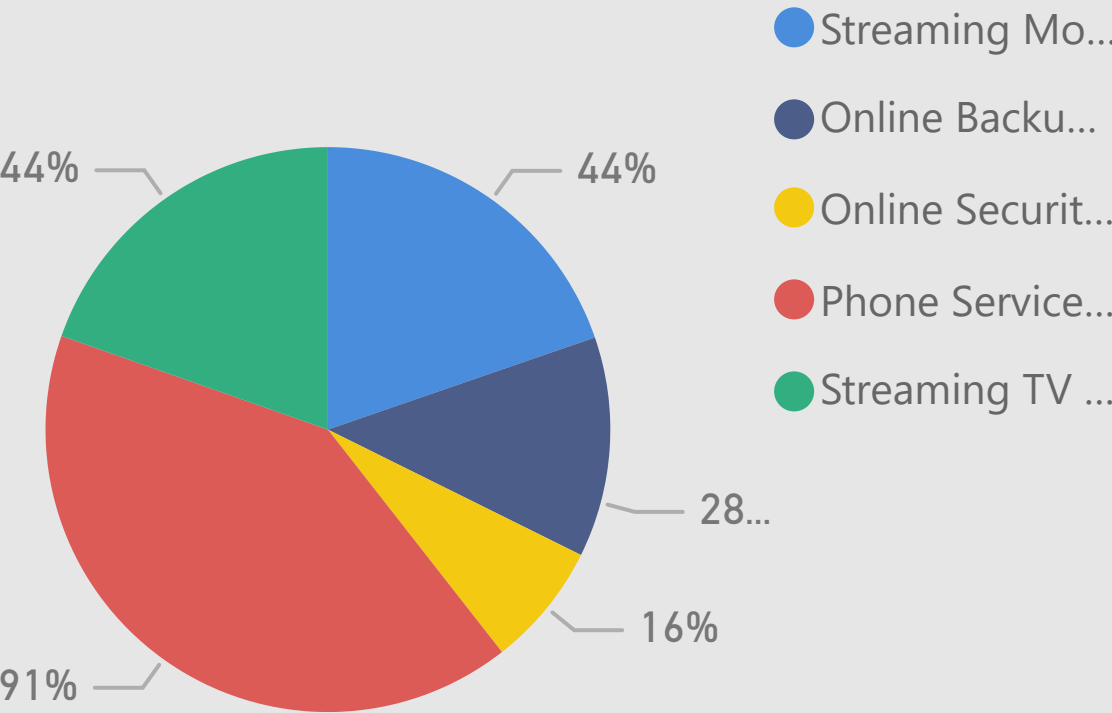
CUSTOMER RISK ANALYSIS
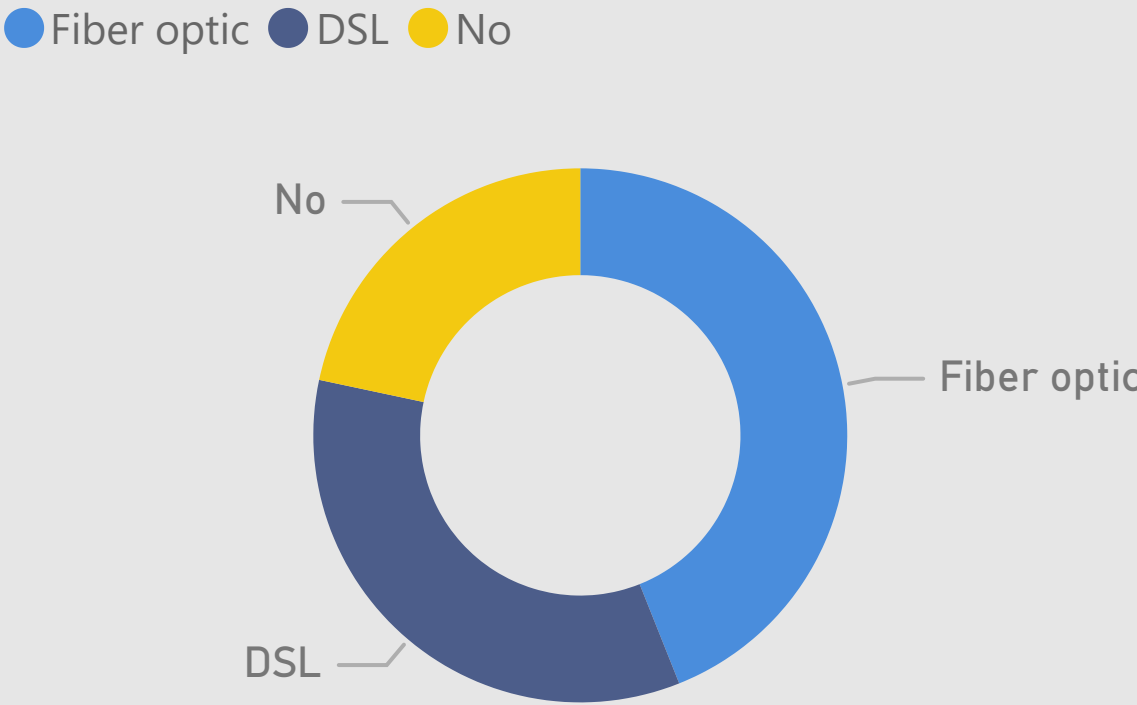
Contract

- [ ] Month-to-month
- [ ] One year
- [ ] Two year

Risk of Churn

- [ ] No
- [ ] Yes

Internet Services

- [ ] DSL
- [ ] Fiber optic
- [ ] No

Monthly Subscribed

| 0 | 72 |

○———————————○

No of admin tickets Vs No of Tech tickets

● Sum of numAdminTickets ● Sum of numTechTickets

3.0K

3.6K

Churn

7043

Churn Rate %

27%

Churn

7043

Churn by the type of internet services

- 3.1K — Fiber optic
- 2.4K — DSL
- 1.5K — No

No. of Customers by Internet Services

- 3.1K
- 2.42K
- 1.53K

Sum of Monthly Charges

- 102K
- 79K
- 47K

Type of Contract

● churn rate % ● Count of customerID

- 3.9K — Month-to-mo...
- 1.5K — One year
- 1.7K — Two year

4K / 2K

Years of Contract

● churn rate % ● Sum of MonthlyCharges

- 116K — <1 Year
- 64K — <2 Year
- 57K — <3 Year
- 50K — <4 Year
- 57K — <5 Year
- 112K — <6 Year

100K / 50K

Churn by Payment Method

● churn rate % ● Sum of MonthlyCharges

- 0.18M — Electro... check
- 0.07M — Mailed check
- 0.10M — Bank transfer (autom...)
- 0.10M — Credit card (autom...)

0.2M / 0.1M