

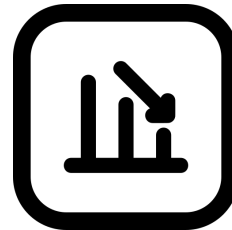
Customer Retention Analysis

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

1. Demographics
2. Customer Account Information
3. Services



Customer Risk Analysis

1. Internet service
2. Type of contract
3. Payment method



Churn Dashboard

The dashboard has a filter with churn =

1869

Customer at risk

2173

of Tech Tickets

885

of Admin Tickets

17.98

Average tenure (month)

\$2.86M

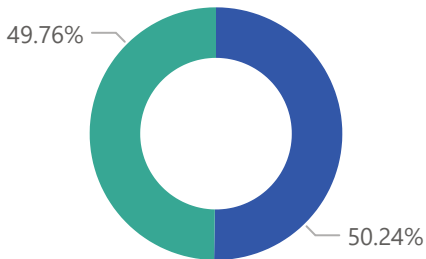
Yearly charges

\$139.13K

Monthly charges

Demographics

● Female ● Male

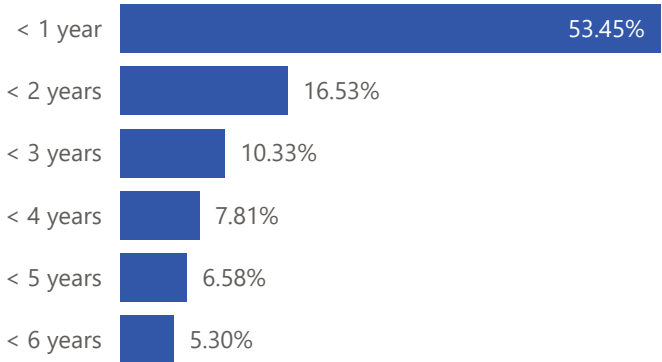


25%
Senior-citizen

17%
Dependents

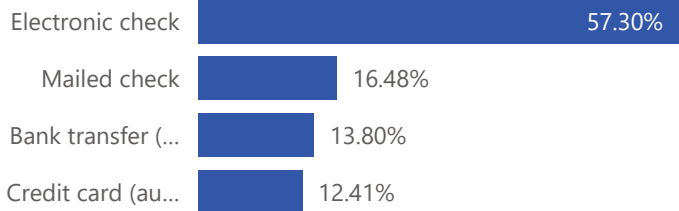
36%
Partner

Subscription time

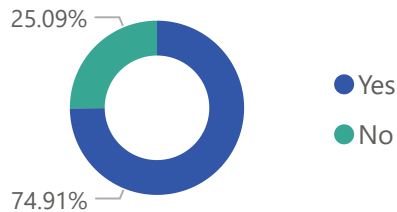


Customer account information

Payment Method



Paperless Billing

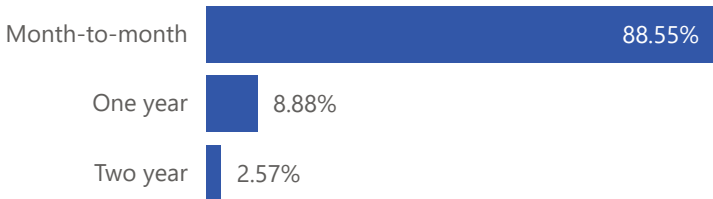


Average charges

\$74.44
Monthly

\$1,531.80
Total

Type of contract



Services customers signed up for

91%
Phone Service

44%
Streaming Movies

44%
Streaming TV

29%
Device protection

28%
Online Backup

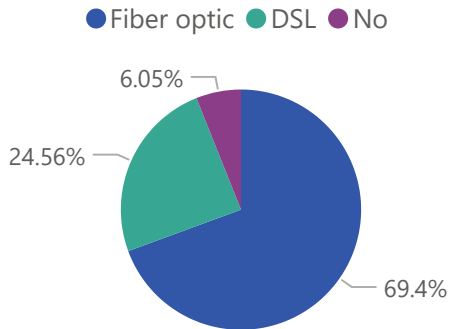
17%
Tech Support

16%
Online Security

Multiple

50.03%
Yes

49.97%
No





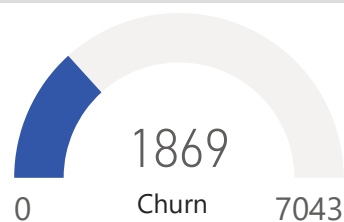
Customer Risk Analysis

7043

Total customers

26.54%

churn rate %



\$16.06M

Yearly charges

2955

Tech Tickets

3632

Admin Tickets

Risk of Churn

☐ No

☐ Yes

Internet Service

☐ DSL

☐ Fiber optic

☐ No

Month subscribed

0

72

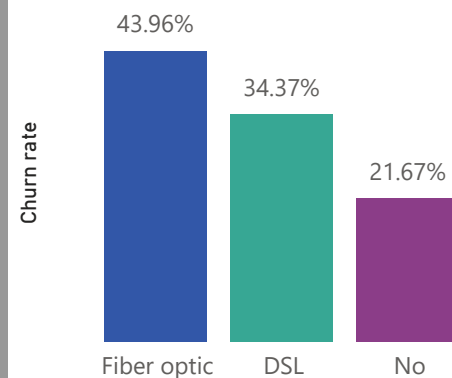
Contract type

☐ Month-to-month

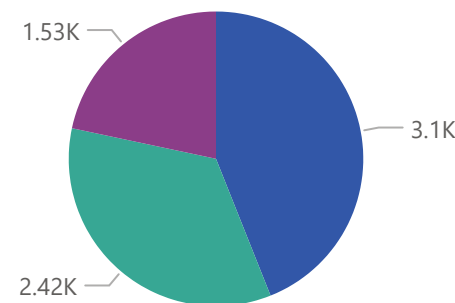
☐ One year

☐ Two year

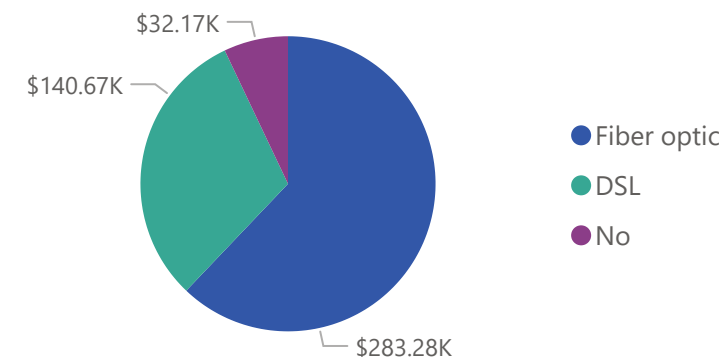
Churn by type of internet service



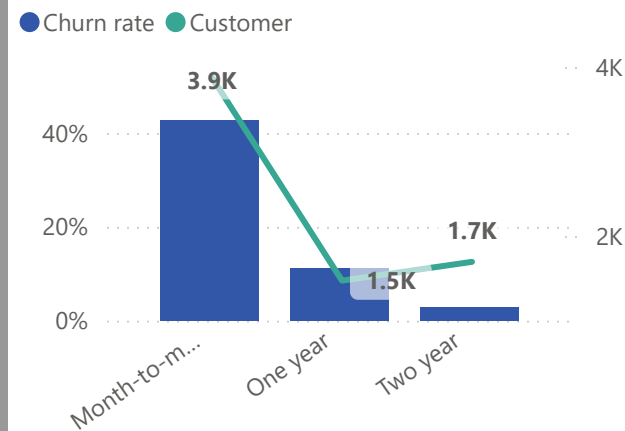
of customers by internet service



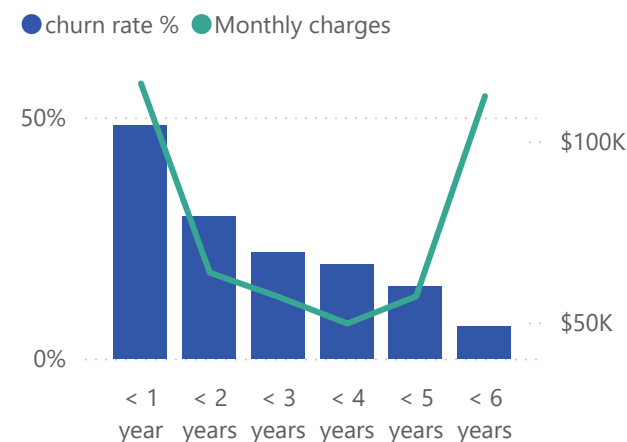
Sum of Monthly charges



Type of contract



Years of contract



Churn by payment method

