

To be able to view and utilize the dashboard you are required to first download and install Tableau Reader. (*Tableau Reader is a FREE application*)

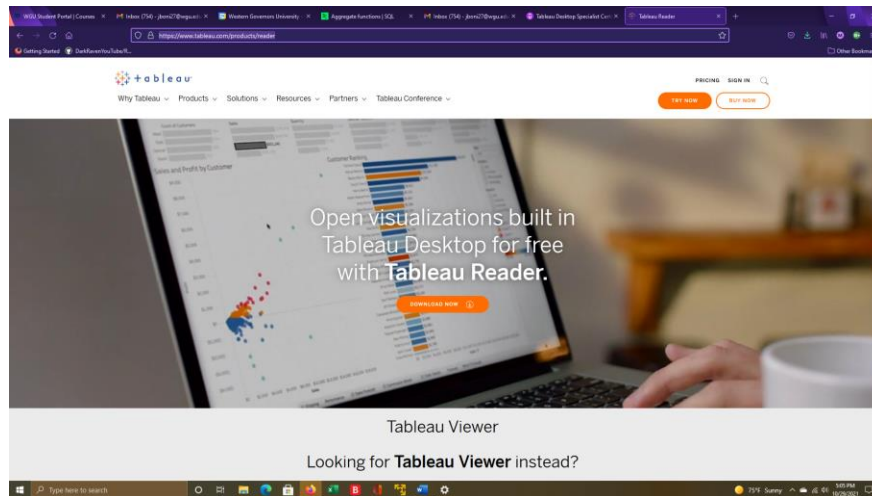
Step 1

Installation Process

- From your favorite browser go to the following website:

<https://www.tableau.com/products/reader>

- It will look like this:



- Click on the orange link in the middle of the page that says:

DOWNLOAD NOW

- Once the app is on your system click on it and follow the prompts until fully installed.
- From Tableau Reader click File, then Open and navigate to where you downloaded the file sent select that file and click Open.

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Step 2

Dashboard Utilization Instructions

- Once the tableau dashboard is open there are a few key performance indicators I would like to draw your attention to.
- First in the top left-hand side of your dashboard you will notice the 'Contract Option'
 - Please call your Attention to the bottom contract "Two Year" and notice that it has the largest "No Churn" value. Indicating that those client with two year contracts are less likely to churn.

- Second if you will draw your eyes straight below the “Contract” visual to the “Bandwidth” representation you will notice the two circles. If you hover your cursor over the one on the left circle it shows that people who churn their accounts consume an average per year bandwidth of 1,785 Gigabytes. Next bring your cursor to the other circle on the right side of the Bandwidth Visual and it is clearly demonstrated that the people who do not churn, but retain their accounts consume an average of more than double those who churn with an average of 3,972 gigabytes per year.
- Next if you will please continue down to the next “Monthly Payment” Graphic. It plainly shows that those clients who churn pay an average monthly payment of \$199, while those who do not pay an average monthly payment of \$163.
- From there let’s go over to the right side and again start at the top with our Map. I would like you to place your cursor prompt over a few individual states and see the percentage of churn to no-churn. The churn percentages range from the high churn of 35.21% for the State of Connecticut to the low churn rate of 10.53% for the tiny State of Rhode Island which happens to be located right next to Connecticut. If you go to the top left corner of the map, you will notice a drop-down box titled “Choose State”. From here you can choose any State you like, and the entire Dashboard will update to reflect that State. Please take your time and choose several States and notice the differences. While performing this research take note that the Monthly Charge graph is consistent in that the average monthly charge for those who churn are around \$200, while those who do not churn pay more like \$160. Also please take note of the chart below the map titled “Internet Services”. As you select different States notice how the highest No-Churn for internet service option is consistently the “Fiber Optic” category.
- Since you are now working with the internet services visualization, please click on any of the options and observe how all the other visualizations are updated to reflect your choices.
- And finally, every one of the visualizations on the dashboard are fully interactive, you can select any of the options on any of the visualizations and they are manifested across the board. If by chance you are having a hard time deselecting a certain visual option, you can always click on the small funnel on the side of that visual to deselect.
- In conclusion, I believe this dashboard unmistakably draws several conclusions to the business, Explicitly, to reduce customer churn and increase client tenure, the business should provide a ‘Premier Account’ which relies comprehensively on the business intelligence displayed by this dashboard and includes the following low/no churn characteristics.
 - Two-year contract
 - Approximately \$160 - \$170 monthly payment
 - Unlimited Bandwidth availability
 - Fiber Optic internet service.

Thank you for your time.