

Diagnostic Analytics Dashboard

Dashboard pinpoints customer churn reasons (contract, payment, charges) for targeted retention strategies.

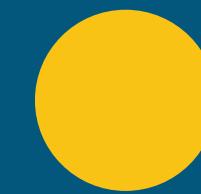
ACCESS AND SOURCES

+tableau⁺+public

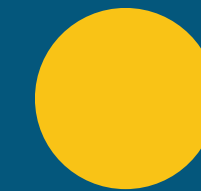
HEMA 6080 Project Sprint02 Public Dashboard

AUDIENCE

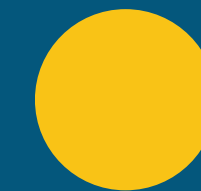
anyone at Disney
involved in
decision-making
processes to
reduce customer
churn



decision makers
(CEO, CFO)



marketing team



product development
operations team

ONLINE SECURITY LEADS TO GREATER CUSTOMER LOYALTY

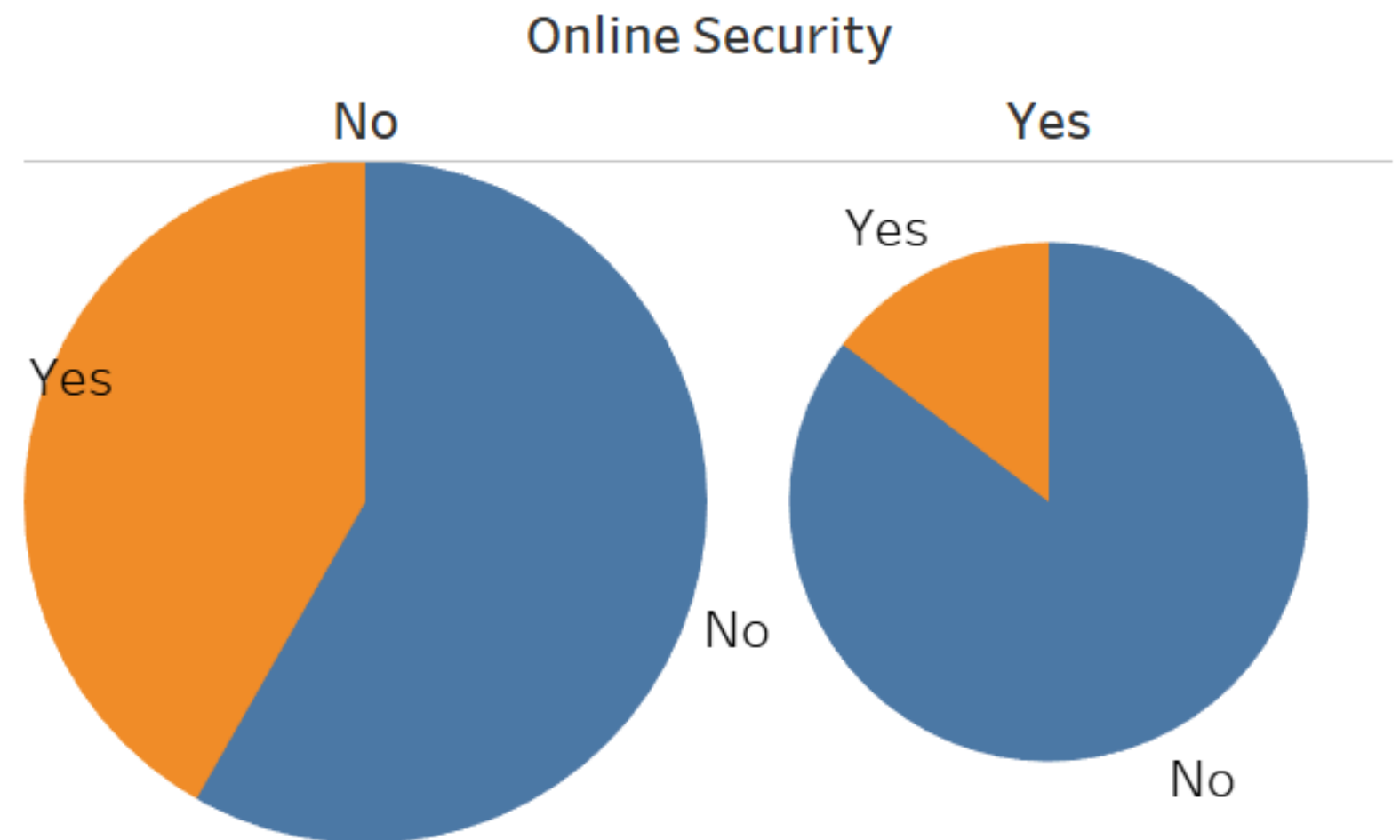
Recommendation

- Promote online security features
- Offer initial free trials + bundled security service discounts to demonstrate value
- Simplify the security setup process

Prediction

- Decrease in churn
- Better customer satisfaction
- Increase in overall customer lifetime value

Churn By Online Security



ELECTRONIC CHECKS RELATE TO CHURN

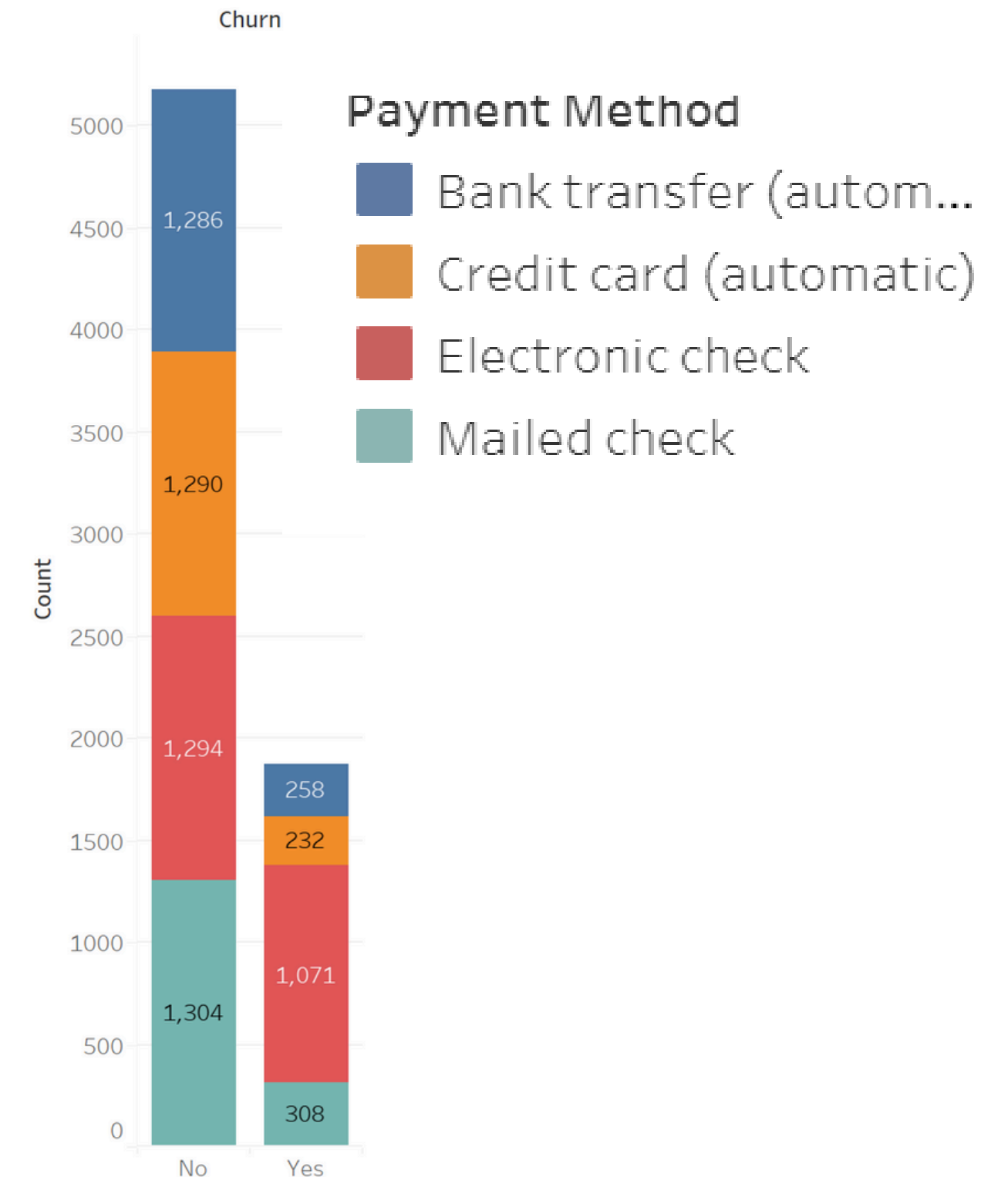
Recommendation

- Focusing on enhancing customer support and security features
- Revise payment options there is notable churn associated with the Electronic check method.

Prediction

- Implementing targeted support for customers using electronic checks
- Bolstering online security + tech support services

Customer Churn By Payment Method



NO TECH SUPPORT INCREASES CHURN

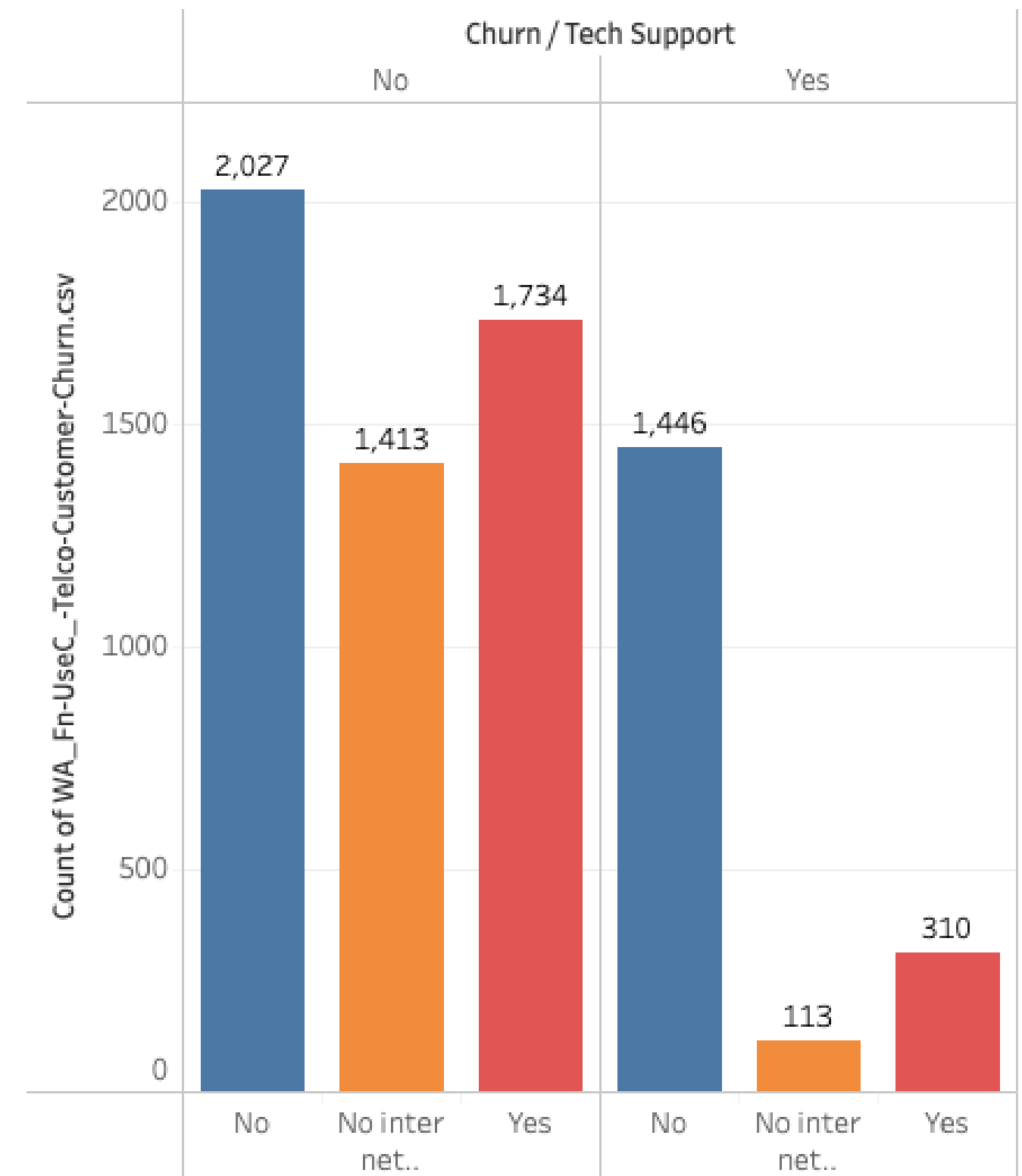
Recommendation

- Communicate the importance of tech support
- Simplify the tech support process
- Send targeted reminders and notifications

Prediction

- Increase in customer retention
- Enhance brand reputation
- Higher engagement and use

Churn by Tech Support



LONGER CONTRACT LENGTH MEANS LESS CHURN

Recommendation

- Encourage customers to commit to longer-term contracts through incentives

Prediction

- Decrease churn
- Cost savings from lower CAC
- Stable revenue streams

Customer Churn by Contract

