

Key Performance Indicator

- 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%

Welcome To Phone

Churn Dashboard



- Demographic
- Customer account information
- Services

Customer Risk Analysis



- Internet service
- Types of contact
- Payment Method

Churn Dashboard

Customer at Risk

7043

of Tech Tickets

2955

of Admin Ticket

2955

Yearly Charges

16.06M

Monthly Charges

456.12K

Demographics

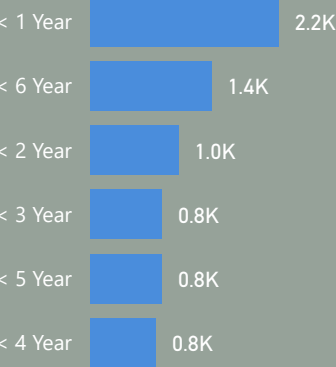
Count of gender



25%

senior citizen

Subscription Time



36%

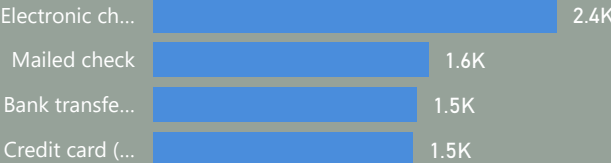
Partner

17%

Dependent

Customer Account Info

Payment Method



Paperless Billing



Averages Charges

64.76
Monthly
2,283.30
Total

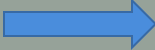
Types of Contract



Services Customer Signed For

0.29
1 % Device Protection
0.91
1 % Phone
0.16
1 % of Online Security
0.44
1 % Streaming Movie
0.44
1 % Streaming Tv
0.17
1 % Tech Support

Multiple Lines



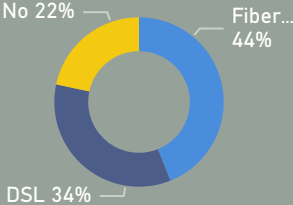
45%

YesMultiple-...

50%

NoMultiple-Line

Internet Service



Customer Risk Analysis

Risk of churn

☐ No
☒ Yes

Internet

☐ DSL
☐ Fiber optic
☐ No

Monthly Subscriber

0

72

Contract Type

☐ Month-to-month
☐ One year
☐ Two year

1869

Count of customerID

100%

churn Rate

2.86M

Yearly Charges

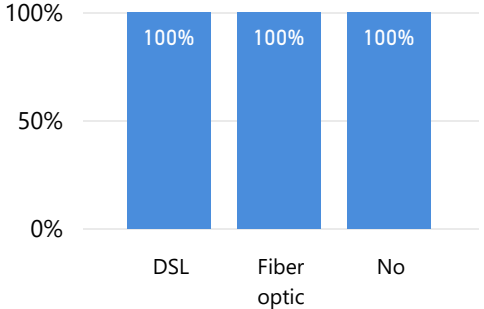
885

AdminTickets

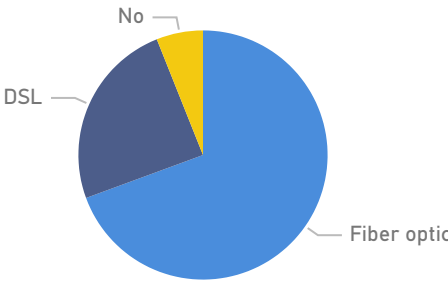
2173

TechTickets

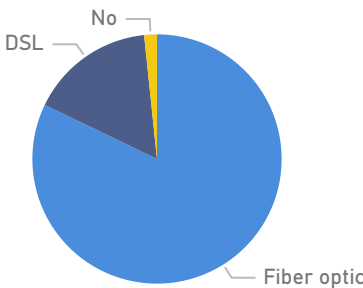
churn Rate by InternetService



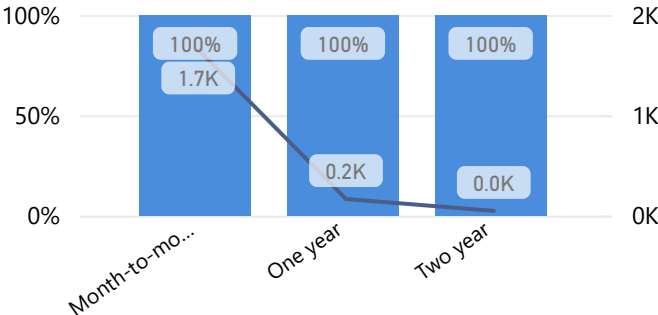
Count of customerID by InternetService



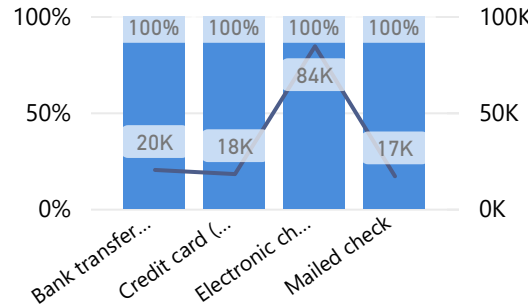
Sum of MonthlyCharges by InternetService



churn Rate customerID



churn Rate Sum of MonthlyCharges



churn Rate Sum of MonthlyCharges

