



Welcome



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 year contracts by 5% each
- Yearly increase of automatic payment by 5%



Churn Dashboard



- Demographics
- Customer Account Information
- Services



Customer Risk Analysis



- Internet Service
- Type of contract
- Payment Method





Churn Dashboard



Customers at Risk

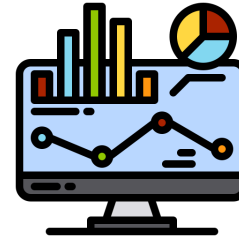
1869

of Tech Tickets

2173

of Admin Tickets

885



Yearly Charges

\$2.86M

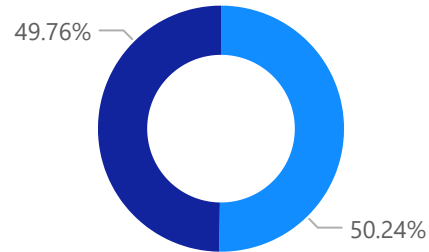
Customers at Risk

\$139.13K

Demographics



Female Male



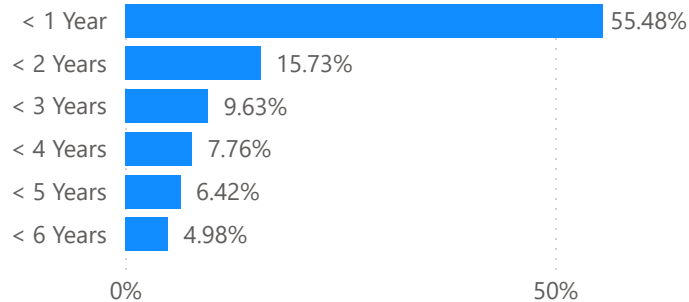
36%

Partner

17%

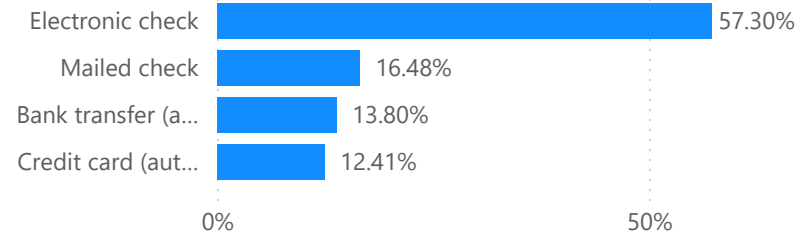
Dependents

Subscription Time

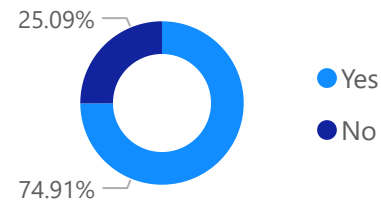


Customer Account Information

Payment Method



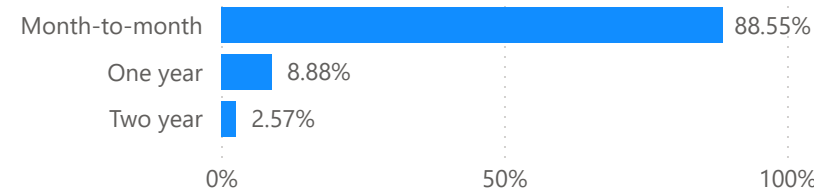
Paperless Billing



Average Charges

\$74.44
Monthly
\$1,531.80
Total

Types of Contract

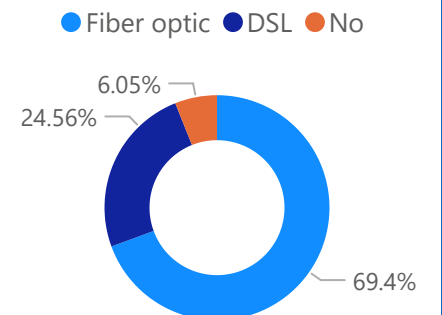


Services Customer Signed up for

Multiple Lines

91% Phone Service 45.43% 45.48%
No Yes

44% Streaming TV
44% Streaming Movies
29% Device Protection
28% Online Backup
17% Tech Support
16% Online Security





Customer Risk Analysis



Risk of Churn

- ☐ No
- ☐ Yes



Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No



Months Subscribed

0

72



Contract Type

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

7043

Total Customers

26.54%

Churn Rate %

\$16.06M

Yearly Charges

3632

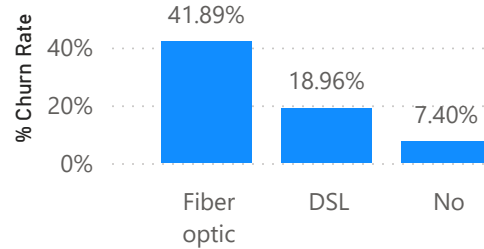
Admin Tickets

2955

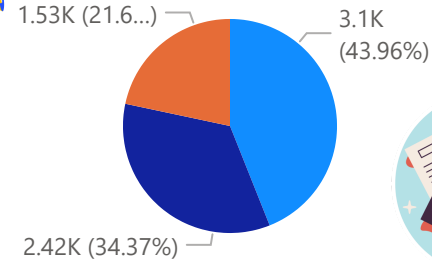
Tech Tickets



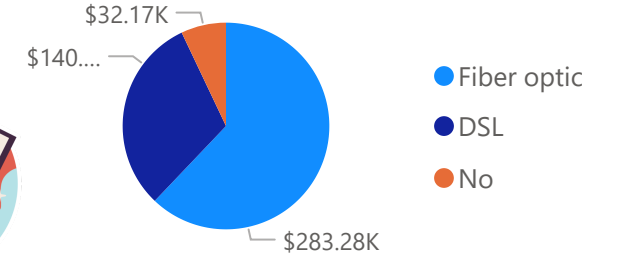
Churn By Type of Internet Services



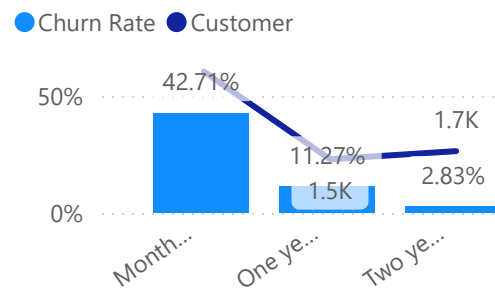
#of Customers by Internet Services



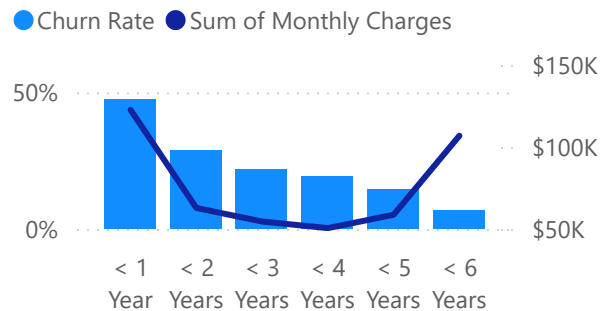
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

