

Welcome

Key Performance Indicator

- .Increase Tech support capacity for fiber optic customers and lower tech tickets per customer to 0.5
- .Increase Sale of 1 and 2 years contracts by 5 % each
- .Yearly increase of automatic payment by 5 %

Churn Dashboard

- .Demographics
- .Customer Account Information
- .Services

Customer Risk Analysis

- .Internet Services
- .Type of Contract
- .Payment Method

Churn Dashboard

1869

Customer at Risk

2173

of Tech Tickets

885

of Admin Tickets

\$2.86M

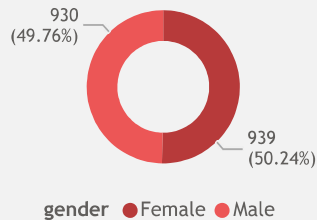
Yearly Charges

\$139.13K

Monthly Charges

Demographics

Gender by Gender



36%

% of Partner

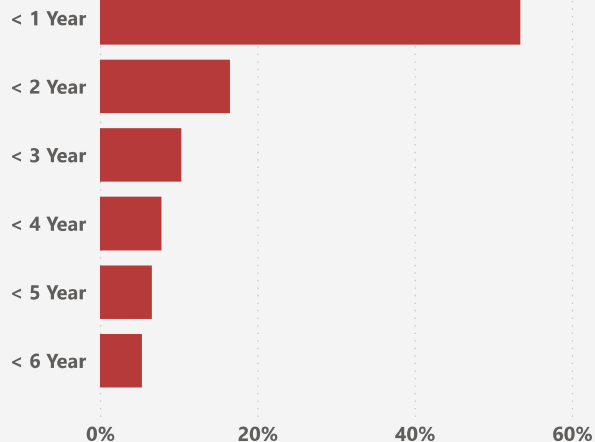
25%

Senior Citizens

17%

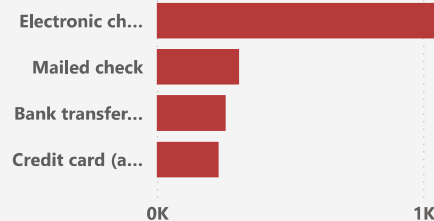
% of Dependents

Subscription Time

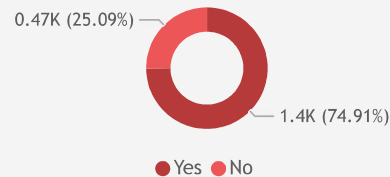


Customer Account Information

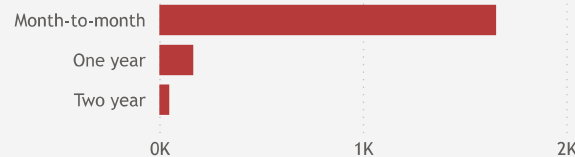
Payment Method



Paperless Billing



Contract



Service Customer Signed up for

28%

% of online backup

44%

% of Streaming Movies

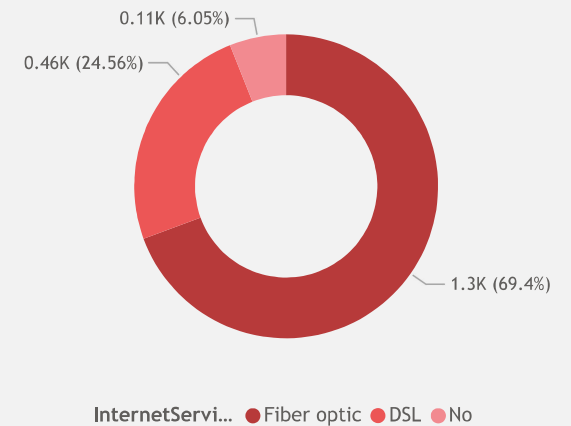
16%

% of Online Security

91%

% of Phone Service

Internet Service



Customer Risk Analysis

Contract Type

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

Risk of Churn

- ☐ No
- ☐ Yes

Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No

Monthly Subscribed

0 72

Total Customer

2955

Admin Tickets

3632

Churn



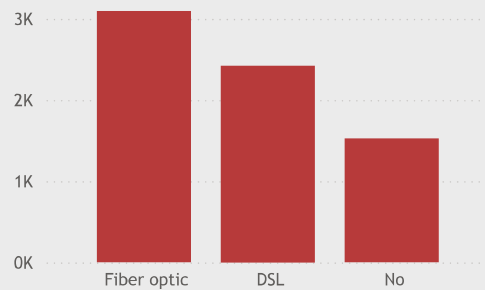
Churn Rate %

27%

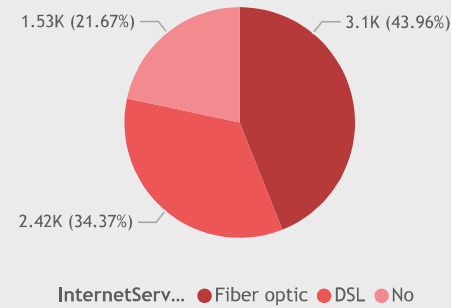
Total Churn

7043

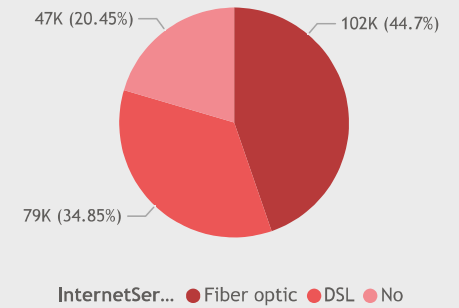
Churn by type of internet Services



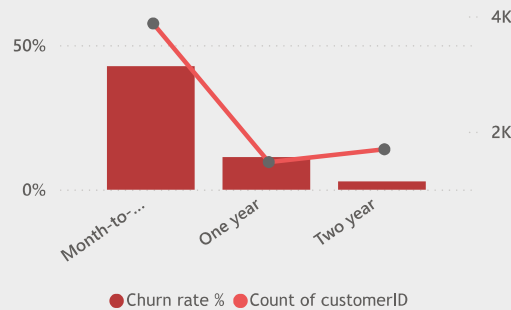
No. of Customers by Internet Services



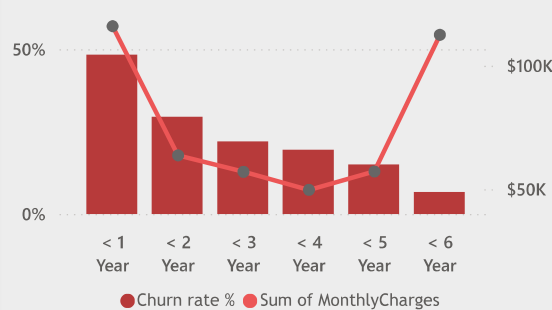
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

