Key Performance Indicators

1) Increase tech support capacity for Fibre 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%a

Churn Dashboard

Demographics

Customer Account Information

Services

Customer Risk Analysis

Internet Service

Type of Contract

Payment Method

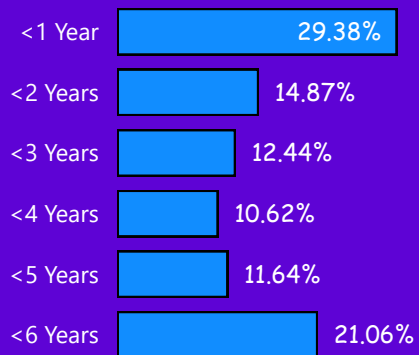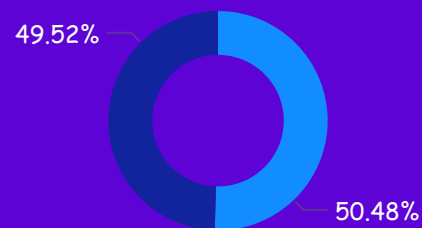| Customers at risk	No. of Tech Tickets	No. of Admin Tickets	Yearly Charges	Monthly Charges
7043	**2955**	**3632**	**$16.06M**	**$456.12K**

Demographic

<1 Year	29.38%
<2 Years	14.87%
<3 Years	12.44%
<4 Years	10.62%
<5 Years	11.64%
<6 Years	21.06%

● Male ● Female

49.52%
50.48%

25%
Senior Citizen

36%
Partner

17%
Dependents

Customer Account

Electronic check	2.4K
Mailed check	1.6K
Bank transfer (a...	1.5K
Credit card (aut...	1.5K

55.02%
24.07%
20.91%

Month-to-mo... Two year One year

● Yes ● No

40.78%
59.22%
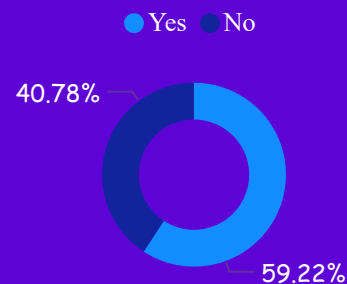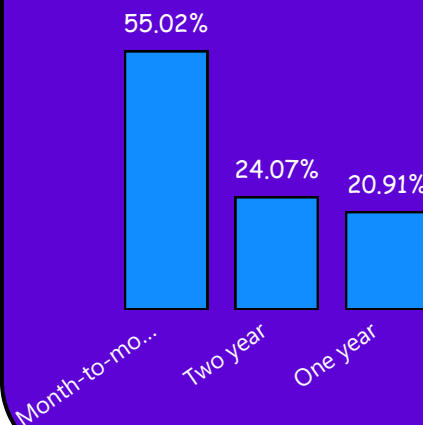
Services customers signed Up for

28%
Online Backup

16%
Online security

● Fiber optic ● DSL ● No

21.67%
43.96%
34.37%
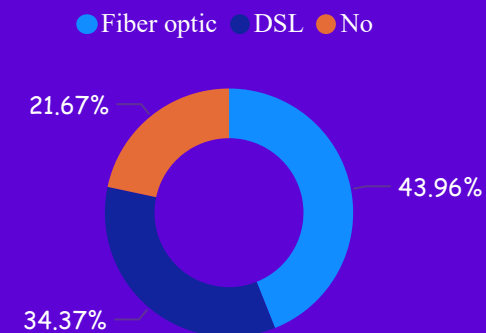
91%
Phone Service

44%
streaming Movies

Churn
- ☐ No
- ☐ Yes

InternetService
- ☐ DSL
- ☐ Fiber optic
- ☐ No

Tenure
0 — 72

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

2955 Sum of numTechTic...
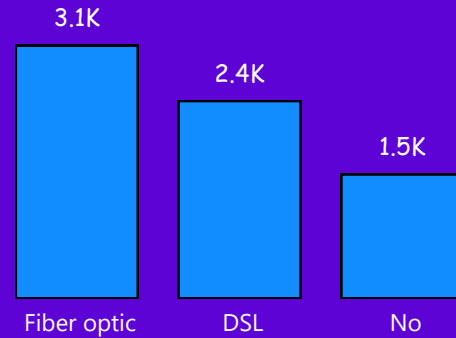
3632 Sum of numAdmin...

7043

7043 Count of Churn
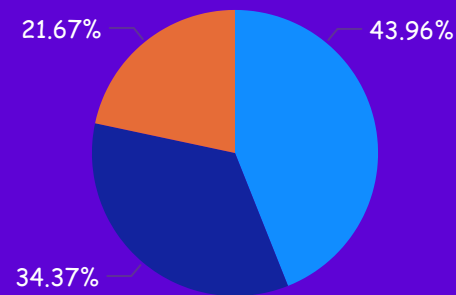
27% churn rate %

Count of Churn by InternetService
- 3.1K Fiber optic
- 2.4K DSL
- 1.5K No

Types of Contracts
- ● churn rate % ● Count of customerID
- 0.43 Month-t...
- 0.11 One year — 1.5K
- 0.03 Two year — 1.7K
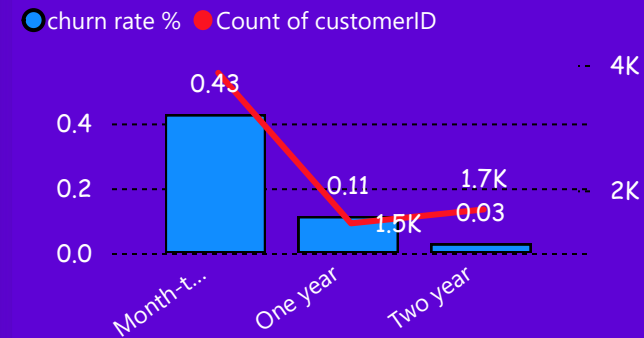
Sum of Monthly Charges by Internet Service
- 7.05%
- 30.84%
- 62.11%
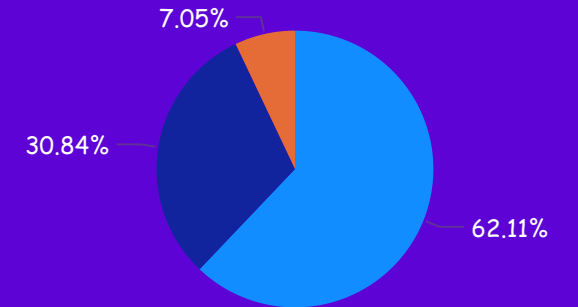
of customers by internet service
- 43.96%
- 21.67%
- 34.37%

Years of Contracts
- ● churn rate % ● Sum of MonthlyCharges
- 0.48
- 0.30 — 64K
- 0.22 — 57K
- 0.20 — 50K
- 0.15 — 57K
- 0.07 — 112K
- <1 Year, <2 Years, <3 Years, <4 Years, <5 Years, <6 Years

churn by Payment Method
- 0.45 — 0.18M Electro... check
- 0.19 — 0.07M Mailed check
- 0.17 — 0.10M Bank transfer (autom...)
- 0.15 — 0.10M Credit card (autom...)