

Key Performance Indicators

- 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 years contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

Welcome

Churn Dashboard

- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

- Internal Service
- Type of Contract
- Payment Method

Churn Dashboard

Customers at Risk

7043

No. of Tech Tickets

2955

No. of Admin Tickets

3632

Yearly Charges

16.06M

Monthly Charges

456.12K

Demographics

Count of gender by gender



25%

Senior Citizen

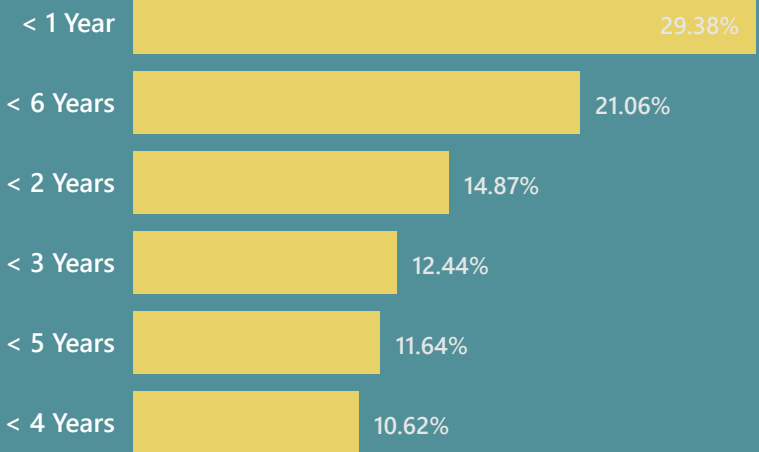
36%

Partner

17%

Dependents

Subscription Time

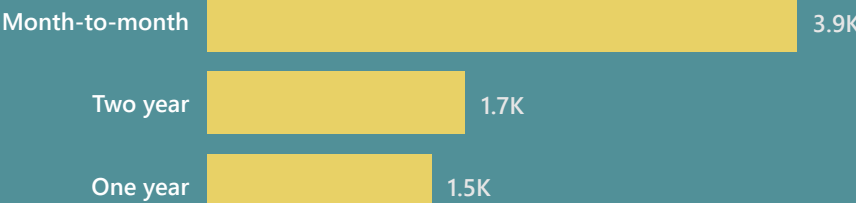


Customer Account information

Payment Method



Paperless Billing



Service Customers Signed Up for

28%

Online Backup

16%

Online Security

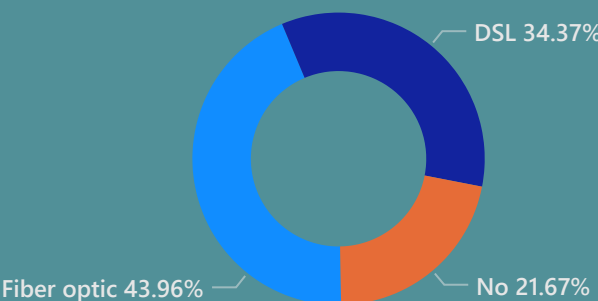
44%

Streaming Movies

91%

Phone Service

Internet Service



Customer Risk Analysis

Tech Tickets

2955

Admin Tickets

3632

Total Churn

7043

Churn Rate %

27%

Churn

☐ No

☐ Yes

InternetService

☐ DSL

☐ Fiber optic

☐ No

Contract

☐ Month-to-month

☐ One year

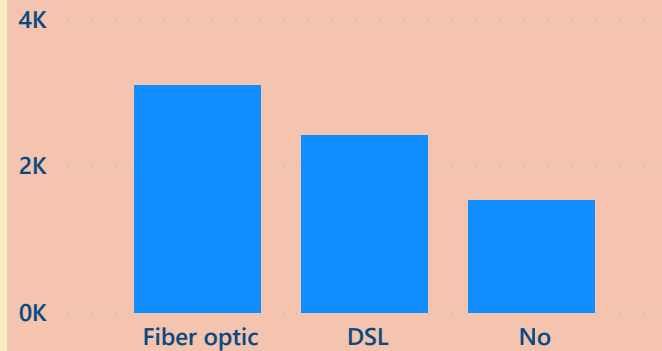
☐ Two year

Tenure

0

72

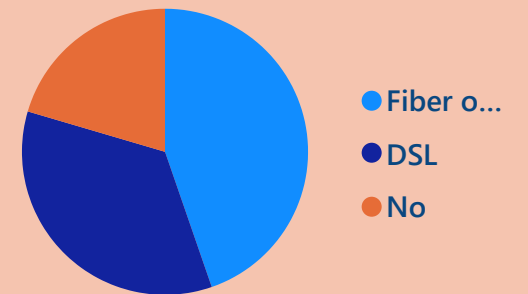
Churn Type by Internet Service



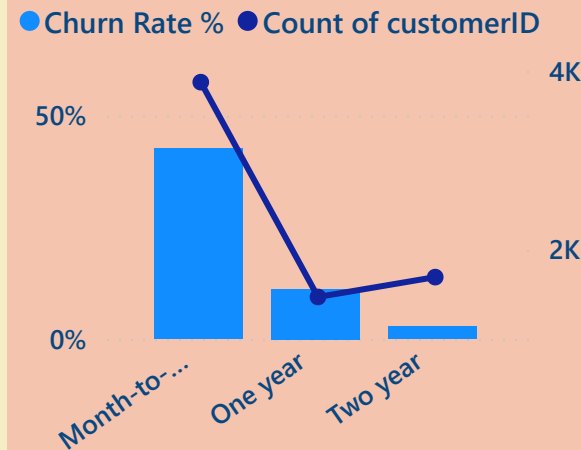
No. Customers by Internet Service



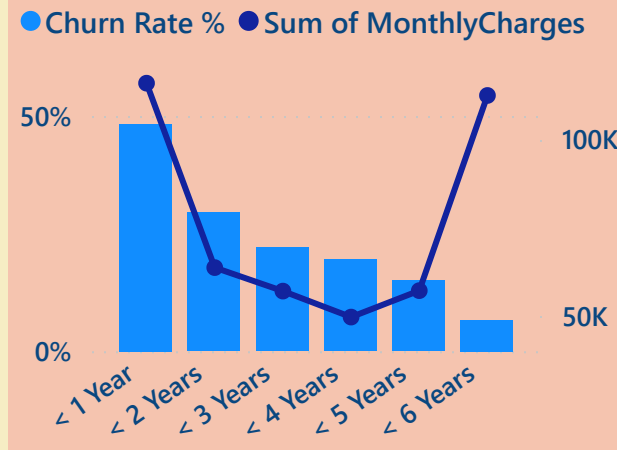
Sum of Monthly Charges



Type of Contracts



Years of Contract



Churns by Payment Method

