

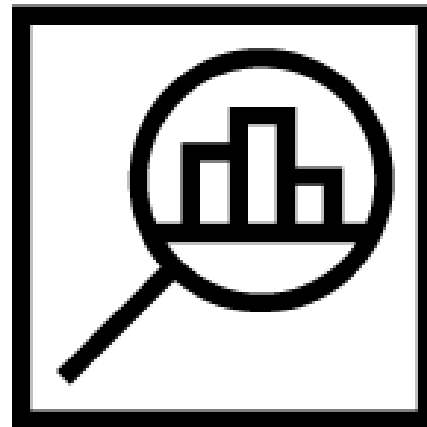


Welcome

Key Performance Indicators

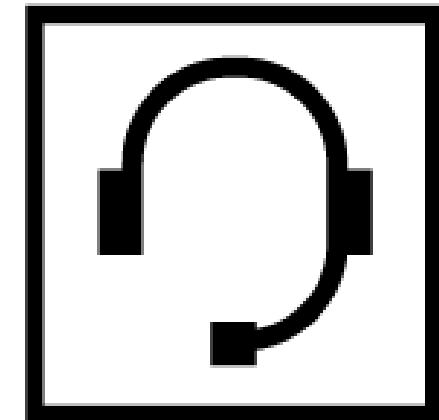
- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of Contract
- Payment Method





Churn Dashboard



Customers at Risk

7043

of Tech Tickets

2955

of Admin Tickets

3632

Yearly Charges

\$16.06M

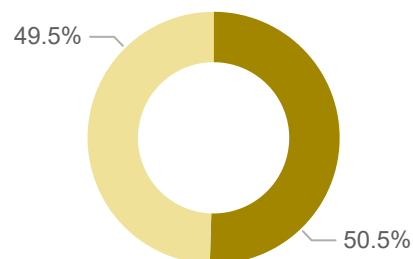
Monthly Charges

\$456.12K



Demographics

● Male ● Female



25%

Senior-Citizen

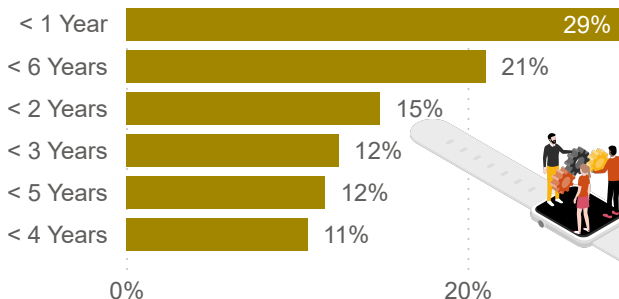
36%

Partner

17%

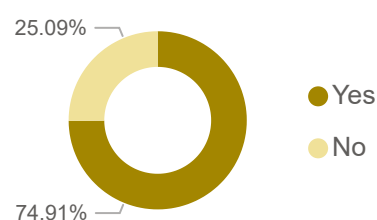
Dependents

Subscription time



Customer Account Information

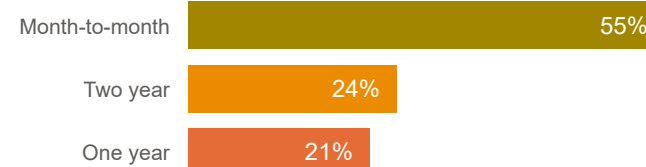
Payment method



Average charges

\$74.44
Monthly
\$1,531.80
Total

Type of contract



Services Customers Signed Up

90.90%

Phone Service

Multiple Lines?

49.97%
no

50.03%
yes

43.55%

Streaming TV

43.77%

Streaming Movies

29.16%

Device protection

27.98%

Online Backup

16.59%

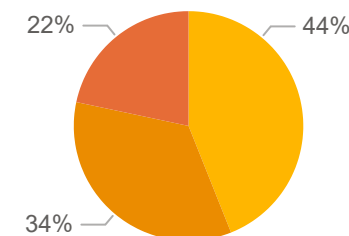
Tech Support

15.78%

Online Security



● Fiber optic ● DSL ● No





Risk of churn

- ☐ No
☐ Yes

Internet Service

- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed

0 72

Contract Type

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



Customer Risk Analysis

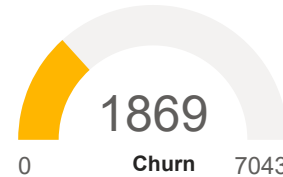


Total Customers

7043

Churn Rate %

26.54%



Yearly Charges

\$16.06M

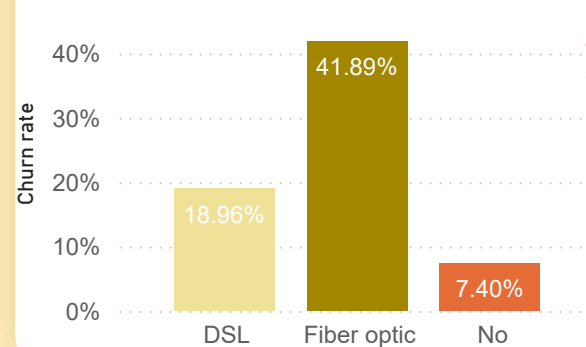
2955

Tech Tickets

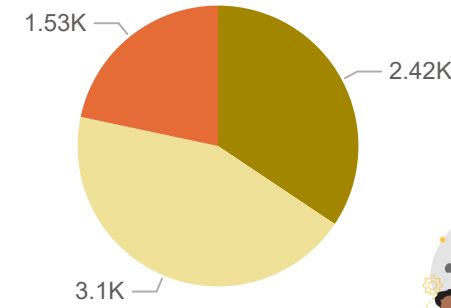
3632

Admin Tickets

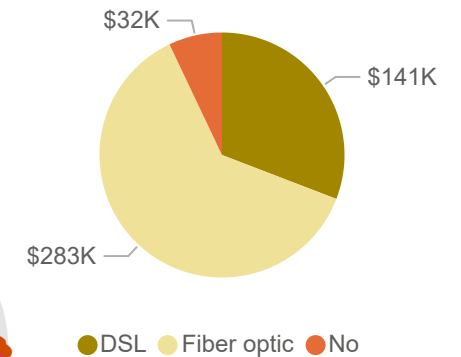
Churn by Type of Internet Services



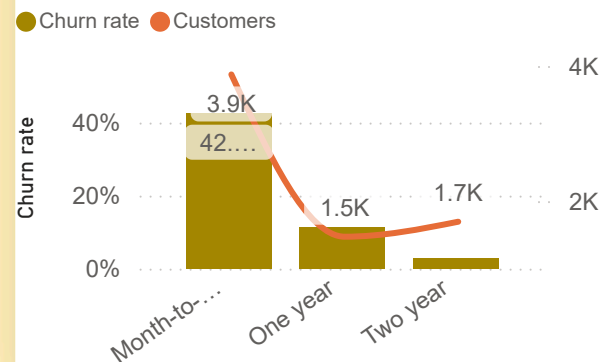
of Customers by Internet Services



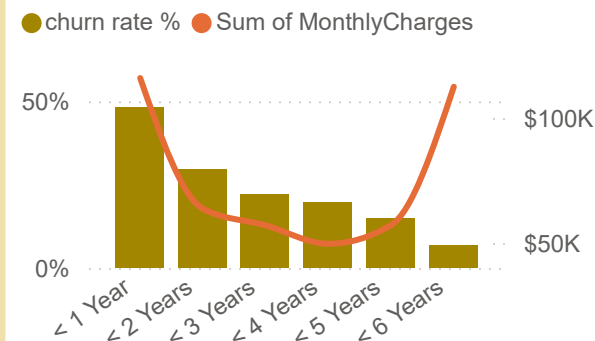
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

