

- 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



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Service
- Type of Contract
- Payment Method



Churn Dashboard

Count of Customer
7043

Count of Admin Ticket
3632

Count of Tech Ticket
2955

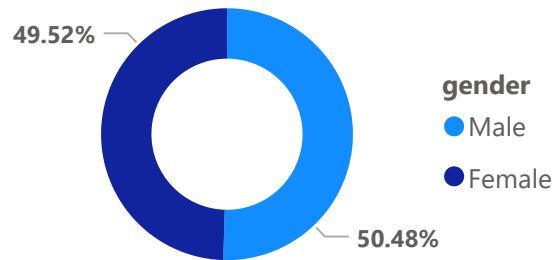
Monthly Charges
456.12K

Total charges
16.06M



Demographic

Count of gender by gender



Dependent %

17%

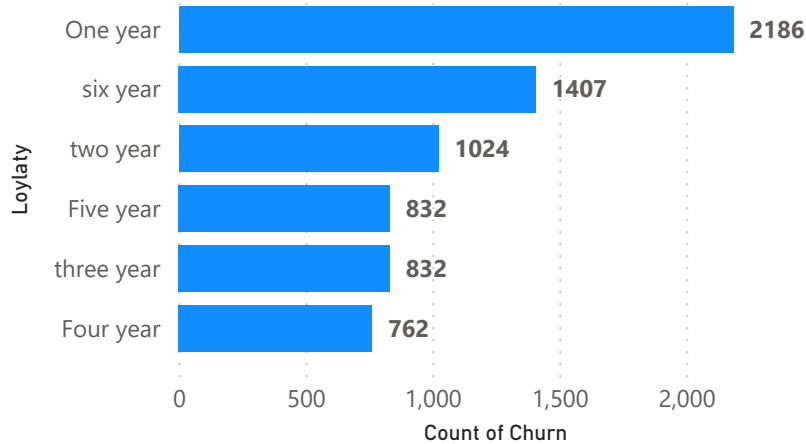
Senior Citizen %

25%

Partners in %

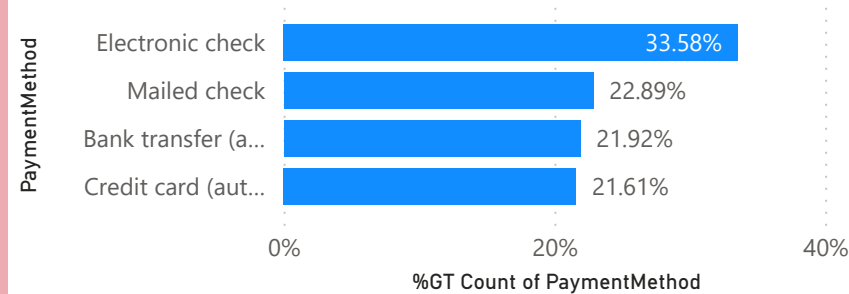
36%

Count of Subscriptions

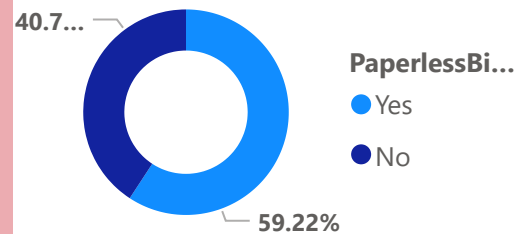


Customer account Information

Payment Method



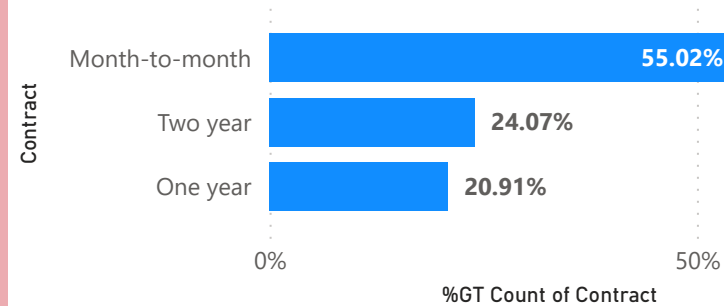
Paperless Billing



Average Billing

64.76
Average of Monthl...
2,283.30
Average of TotalC...

Count of contract



Services Customer Signed up

90.90%

Phone Service in %

Multiples Lines Services

NO

Yes

43.77%

49.97%

50.03%

Streaming Movies ...

27.98%

On Back up in %

15.78%

Online Security in %

43.55%

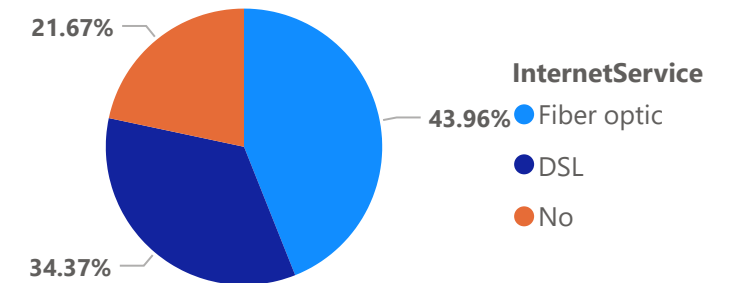
Streaming TV in %

29.16%

Device Protection i...



Count of InternetService by InternetService





Customer Risk Analysis



Month Subscribed

0 72



Contract

- ☐ Select all
- ☐ Month-to-month
- ☐ One year

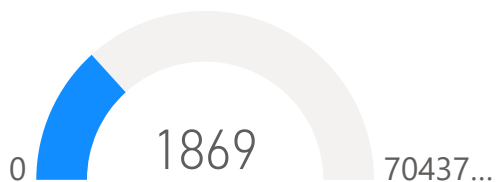
Internet Service

- ☐ Select all
- ☐ DSL
- ☐ Fiber optic

Churn

- ☐ Select all
- ☐ No

Count of Churn by Yes & customerID



Total charges

16.06M

Monthly Charges

456.12K

Count of Customer

7043

Churn Rate

26.54%

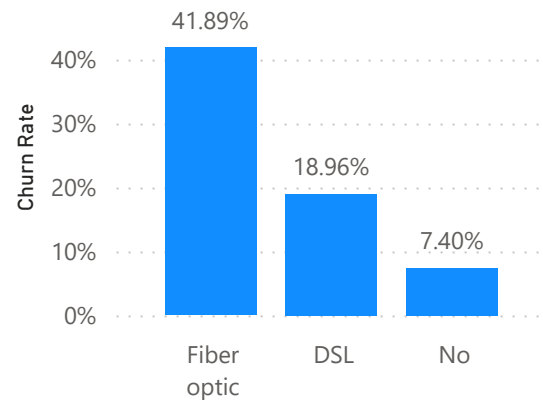
Tech Ticket

2955

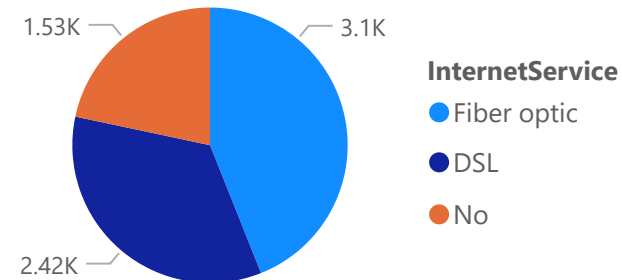
Admin Ticket

3632

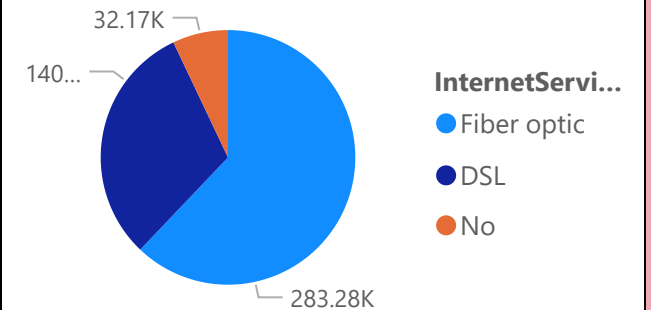
Churn Rate by InternetService



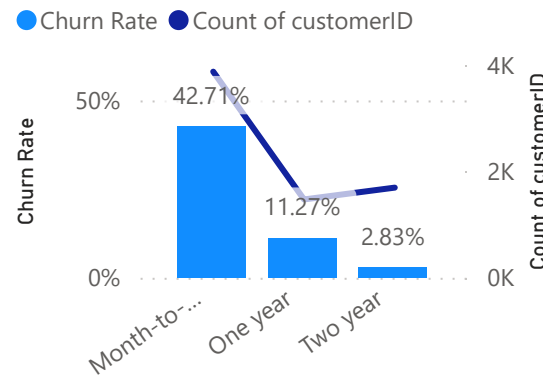
Count of customerID by InternetService



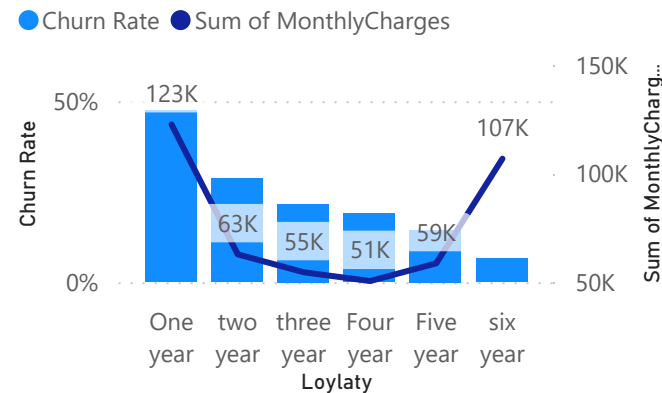
Sum of MonthlyCharges by InternetService



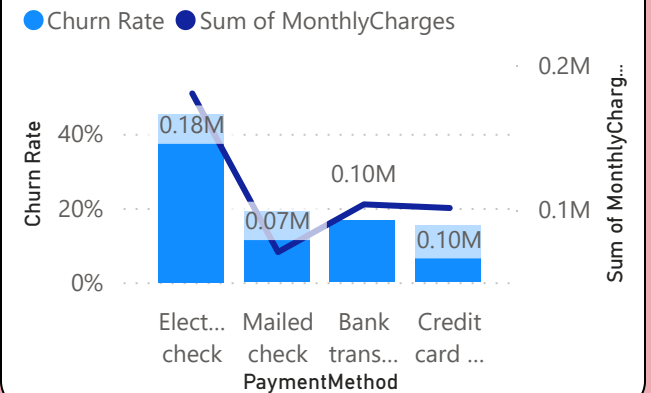
Churn Rate by Count of customerID & Contract



Churn Rate by Sum of MonthlyCharges & Loyalty



Churn Rate by Sum of MonthlyCharges & PaymentMethod



Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.

