Telecom Company Analysis

Key Performance Indicator (KPI)

- Fiber optics have the highest churn rate.
- Many people opt for month-to-month contracts.
- Currently, 69% of people use fiber optic internet services.

Churn Dashboard

- Demographics
- Customer Account Information.
- Services.

Customer Risk Analysis

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

Churn Dashboard

1869
Customer at risk

2173
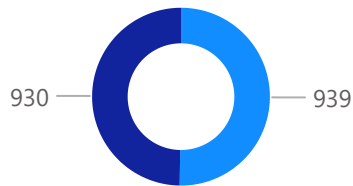Num of Tech Tickets

885
number of Admin Tickets

$2.86M
Yearly Charges

$139.13K
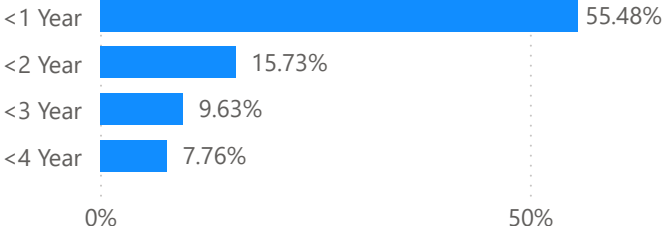Sum of MonthlyCharges

Demographics

● Female ● Male

930 / 939

25%
Senior citizens

36%
Partner

17%
Dependents

Time of subscription

<1 Year	55.48%
<2 Year	15.73%
<3 Year	9.63%
<4 Year	7.76%

0% — 50%

Customer account information

Payment Method

Electronic ch...	57.30%
Mailed check	16.48%
Bank transfe...	13.80%
Credit card (...	12.41%

0% — 50%
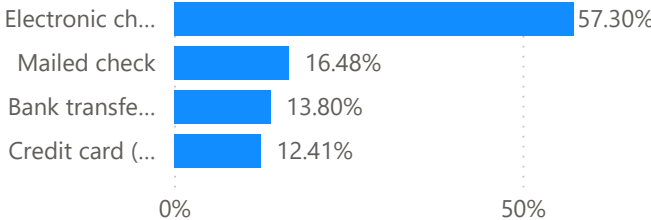
Paperless Billing

● Yes ● No

25.09% / 74.91%
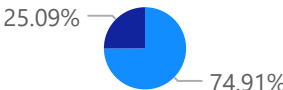
Average Charges

₹ 74.44
Monthly Charges

₹ 1,531.80
Total Charges

Types of Contract

Contract	
Month-to-...	88.55%
One year	8.88%
Two year	2.57%
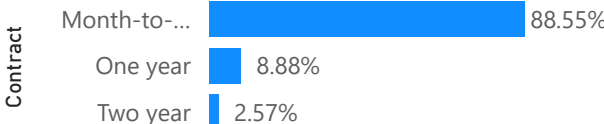
Services signed by customer

91%
% of Phone Services

28%
% of Online Backup

16%
% of Onlie Security

44%
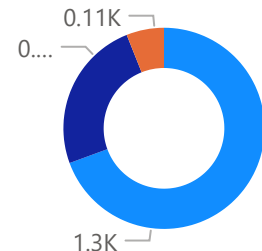% of Streaming Movies

29%
% of Device protection

17%
% of Tech Support

44%
% of Streaming TV

Internet Services

● Fiber optic ● DSL ● No

0.11K
0....
1.3K

Customer Risk Analysis

1066
Total customer

34.52%
% of Churn Rate

$604.56K
Annual Charges

499
Sum of Admin Tickets

103
Sum of Tech Tickets

Risk of Churns

☐ No
☐ Yes

Internet Services

☑ DSL
☐ Fiber optic
☐ No

Months Subscribed

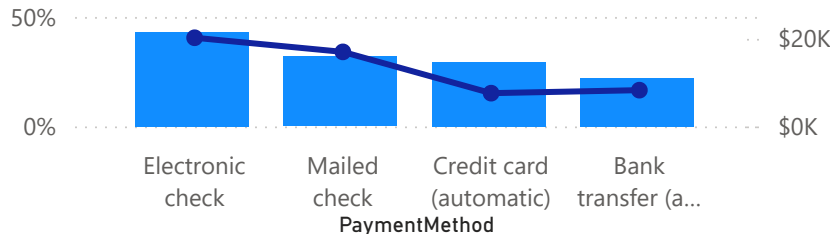| 0 | 37 |

Contract Type

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

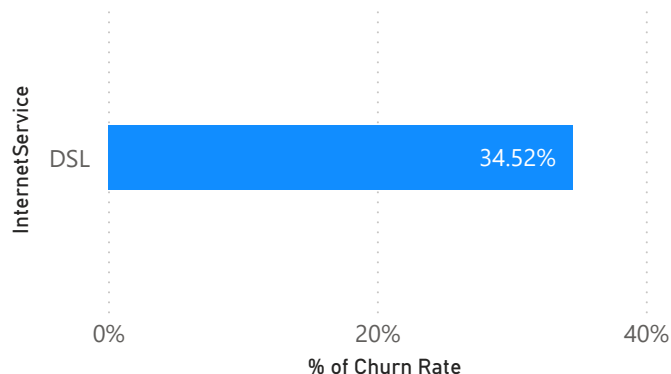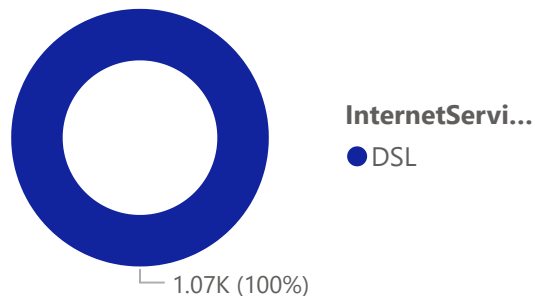### Type of Contract

● % of Churn Rate ● Count of customerID

34.52%
1066

Month-to-month
Contract

Churn by Payment Method

● % of Churn Rate ● Sum of MonthlyCharges

Electronic check | Mailed check | Credit card (automatic) | Bank transfer (a...
PaymentMethod

% of Churn Rate by InternetService

DSL — 34.52%

% of Churn Rate

Count of customerID by InternetService

InternetServi...
● DSL

1.07K (100%)

Sum of MonthlyCharges by InternetService

InternetService
● DSL

$53.08K (100%)