

# Churn Analysis Report

## Key Performance Indicators

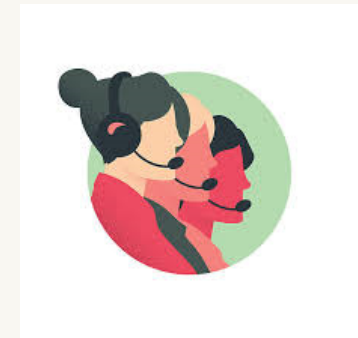
1. Increase tech Support capacity for Fiber Optic Customers and lower tech tickets per customers to 0.5.
2. Increase sale of 1 and 2 years of contracts by 5% each.
3. Yearly increase of automatic payments by 5%.

## Churn Dashboard



- Demographics
- Customer Account Information
- Services

## Churn Risk Analysis



- Internet Service
- Type of Contract
- Payment Method

# Churn Dashboard

1869

Customer at Risk

2173

Number of Tech Tickets

885

Number of Admin Tickets

\$3M

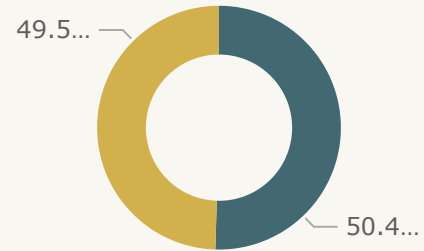
Yearly Charges

\$139K

Monthly Charges

## Demographics

Male Female

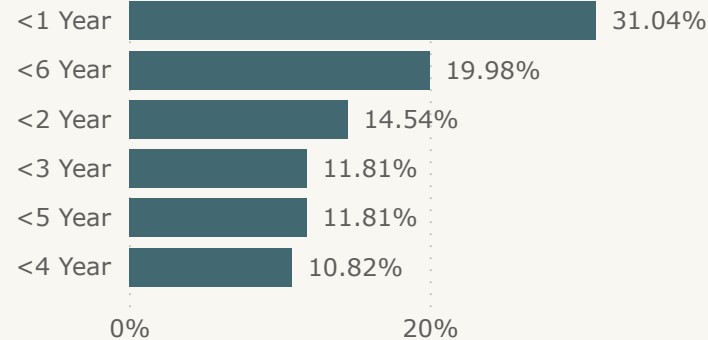


25%  
Senior Citizen

36%  
Partner

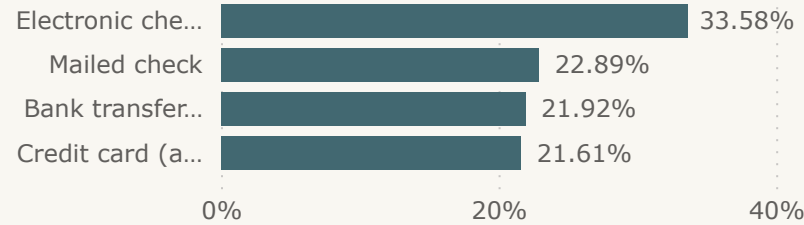
17%  
Dependents

## Subscription Tenure

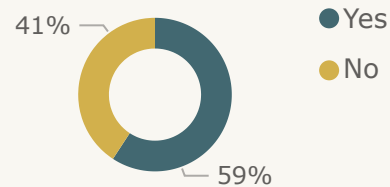


## Customer Account Information

### Payment Methods



### Paperless Billing

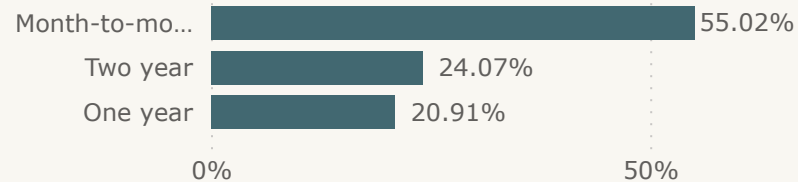


### Average Charges

\$2,283  
Total Charges

\$65  
Monthly Charges

### Types Contracts Tenure



## Services Customer Signed up for

91%  
Phone Service

44%  
Streaming TV

44%  
Streaming Mo...

29%  
Device protect...

28%  
Online Backup

17%  
Tech Support

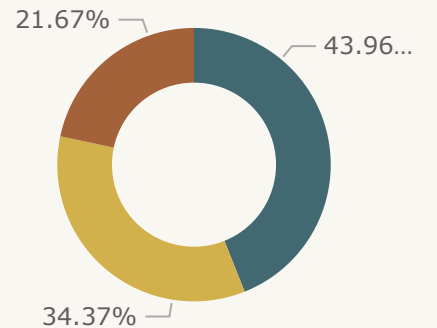
16%  
Online Security

### Multiple Lines

50% 50%

Yes No

Fiber optic DSL No



# Customer Churn Risk Analysis

## Risk of Churn

- ☐ No  
☐ Yes

## Internet Services

- ☐ DSL  
☐ Fiber optic  
☐ No

## Months Subscribed

## Contract Type

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

7043

Total Customer

27%

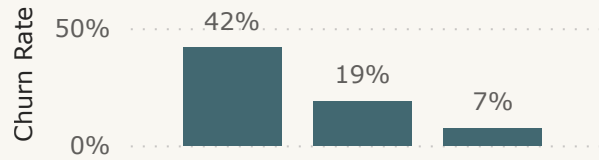
Churn Rate %

\$16M

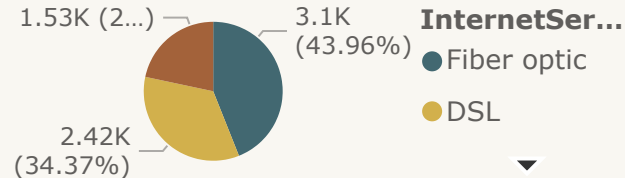
Yearly Charges

3632  
Admin Tickets  
2955  
Tech Tickets

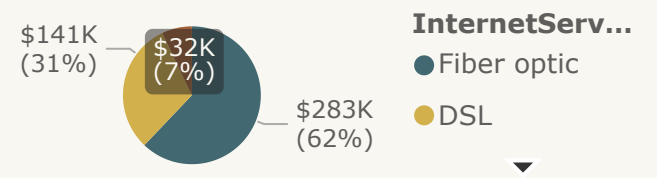
### Churn Rate by Type Internet Service



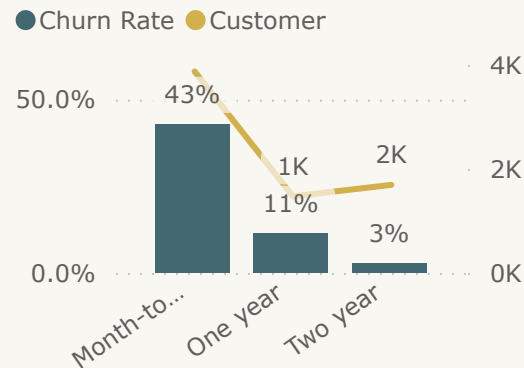
### Number of Customer by Internet Service



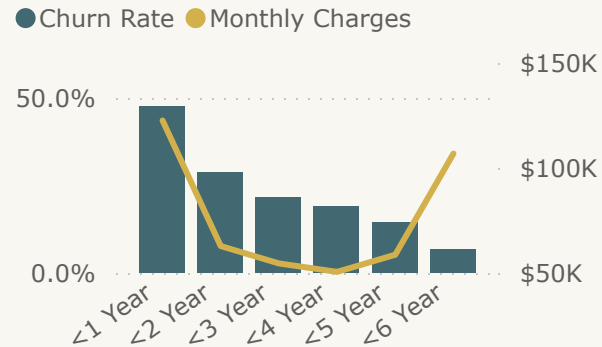
### Monthly Charges by Internet Service



### Type of Contract



### Years of Contract



### Churn by Payment Method

