

## Key Performance Indicators

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

***WELCOME***

### Churn Dashboard

- Demographics
- Customer Account information
- Services

### Customer Risk Analysis

- Internet Service
- Type of Contract
- Payment Method

# Churn Dashboard

Customers at Risk

7043

No of Tech Tickets

2955

No of Admin Tickets

3632

Yearly Charges

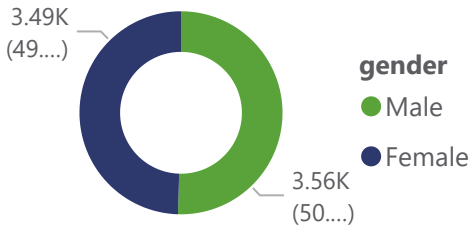
16.06M

Monthly Charges

456.12K

## Demographics

Count of gender by gender



25%

% of Senior Citi...

35.8%

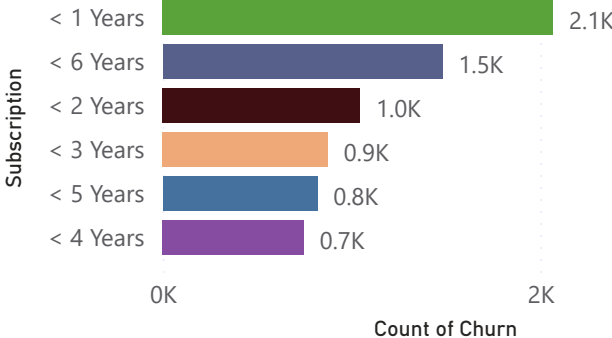
% of Partner

17.4%

% of Dependents

Subscription Time

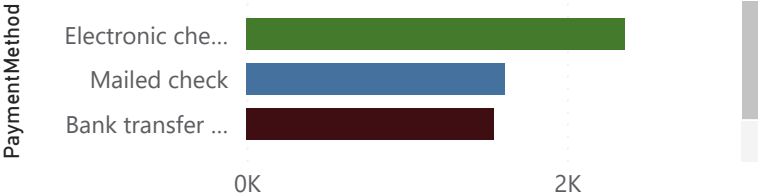
Count of Churn by Subscription



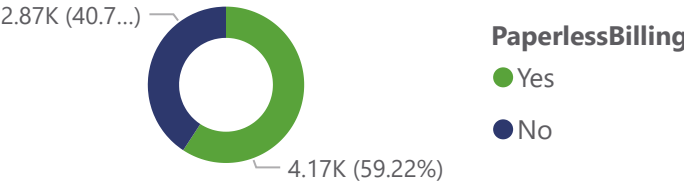
## Customer Account Information

### Payment Method

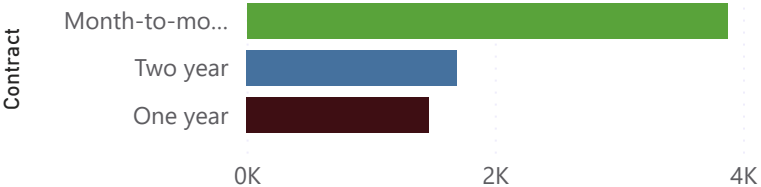
Count of PaymentMethod by PaymentMethod



Count of PaperlessBilling by PaperlessBilling



Count of Contract by Contract



## Service Customers Signed Up for

28%

Online Backup in %

91%

Phone Service in %

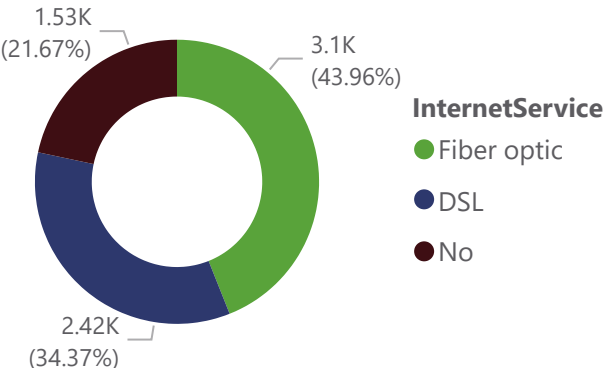
16%

Online Security in %

44%

Streaming Movies in %

Count of InternetService by InternetService



# Customer Risk Analysis

Contract

☐ Month-to-month

☐ One year

☐ Two year

Churn

☐ No

☐ Yes

InternetService

☐ DSL

☐ Fiber optic

☐ No

tenure

0 72



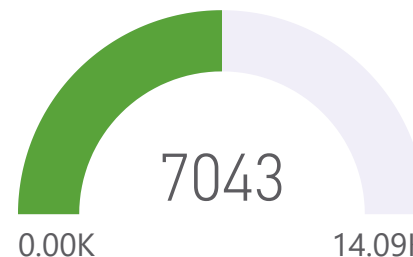
2955

Sum of numTechTick...

27%

Churn rate %

Churn



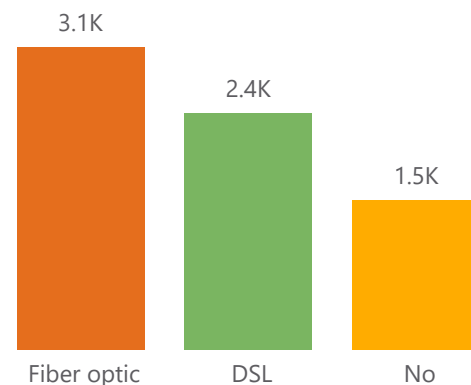
7043

Count of Churn

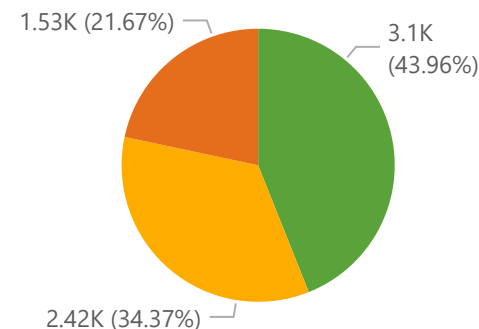
3632

Sum of numAdminTic...

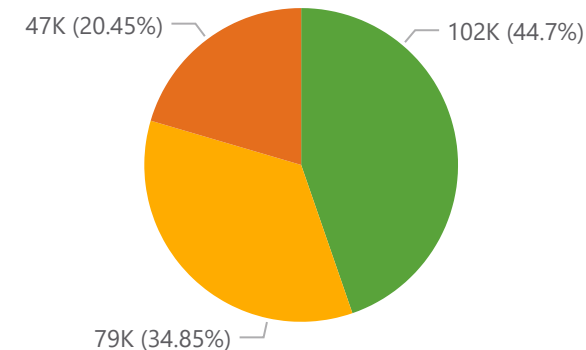
Churn by Type Of InternetService



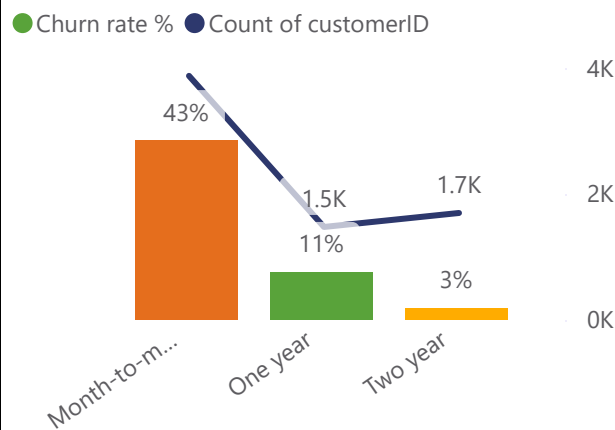
No. of Customers by InternetService



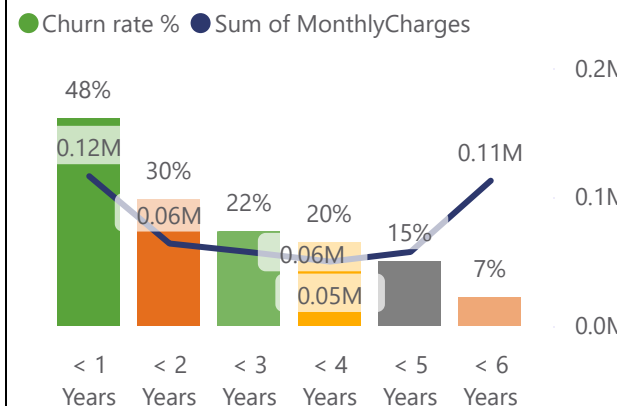
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

