Key Performance Indicators
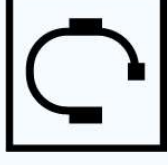
1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5

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

pwc

Churn Board Dash Board

pwc

1869	2173	139.13K	2.86M	885
Customers at risk	# of Tech Ticket	Monthly charges	Monthly Charges	# of Admin Ticket

Demographics

- Female ● Male

49.76%
50.24%
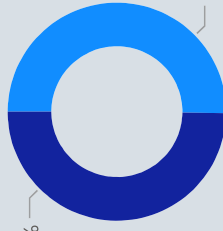
25% Senior Citizen

36% Partner

17% Dependents

Subscription time

- < 1 Year — 53%
- < 2 Years — 17%
- < 3 Years — 10%
- < 4 Years — 8%
- < 5 Years — 7%
- < 6 Years — 5%
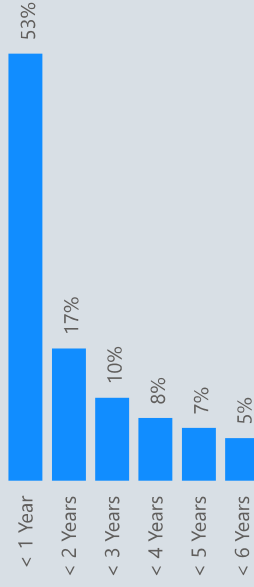
Customer Account Information

Payment Method

- Electronic check — 57%
- Mailed check — 16%
- Bank transfer (... — 14%
- Credit card (au... — 12%

Average charges

- ● Yes ● No

1,531.80 Yearly charges
74.44 Monthly charges

Paperless Billing

25.09%
74.91%
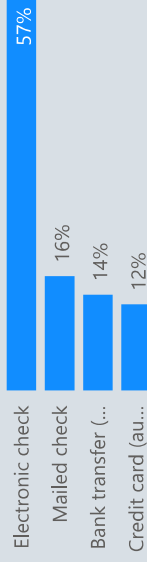
Payment Method

- Month-to-m... — 89%
- One year — 9%
- Two year — 3%
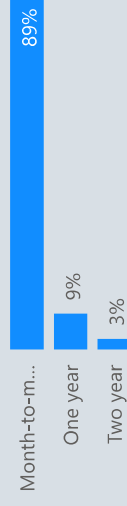
Services customers signed up

Multiple Lines

No	Yes
50.0%	50.03%

6.05%...
24...
69.4%

● Fiber optic ● DSL ● No

- 29% Device Protection
- 28% Online Backup
- 16% Online Security
- 91% Phone Service
- 44% Streaming Movies
- 44% Streaming TV
- 17% Technical Support
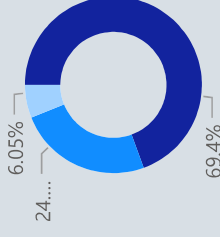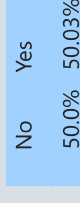
Customer Risk Analysis
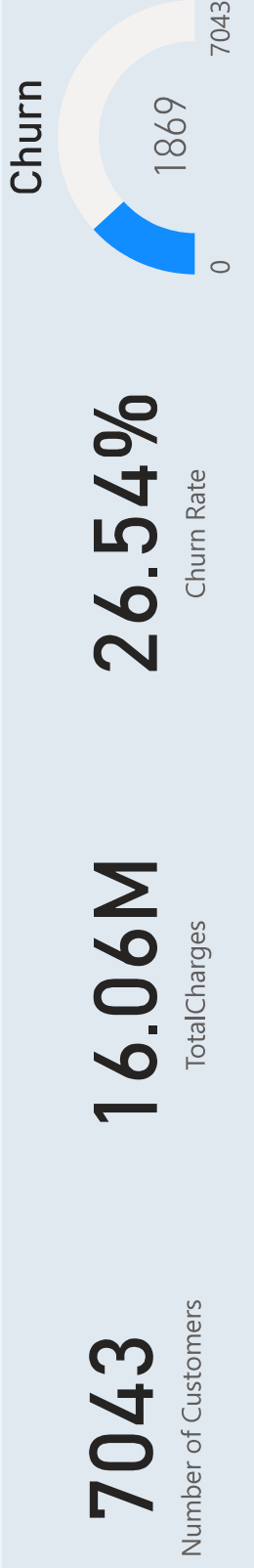
Risk of churn
- Select all
- No
- Yes

Internet Service
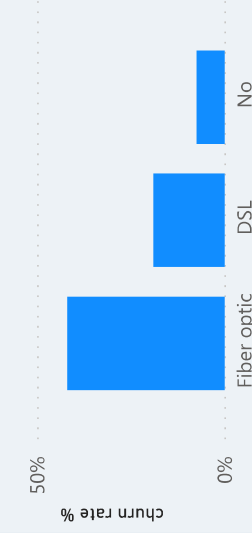- Select all
- DSL
- Fiber optic
- No

Contract Type
- Select all
- Month-to-month
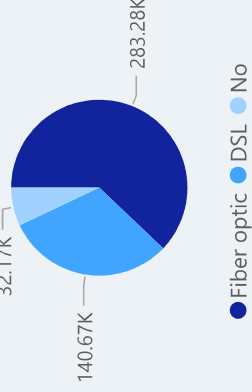- One year
- Two year

Months Subscribe
0 — 72

7043
Number of Customers

16.06M
TotalCharges

26.54%
Churn Rate

Churn
0 — 1869 — 7043

Sum of monthly charges
- Fiber optic
- DSL
- No

283.28K
32.17K
140.67K

of customer by internet services
- Fiber optic
- DSL
- No

3.1K
1.53K
2.42K

churn rate % by Churn by type of service
churn rate %
- Fiber optic
- DSL
- No
50%
0%

Churn by payment method
- Churn rate
- MonthlyCharges

Churn rate
MonthlyCharges
0.2M
0.1M
0.0M
50%
0%

Electroni...
Mailed c...
Bank tra...
Credit ca...

Year of Contract
- Churn rate
- Customer Count

Churn rate
Customer Count
2K
0K
50%
0%

< 1 Year
< 2 Years
< 3 Years
< 4 Years
< 5 Years
< 6 Years

Type of Contract
- Churn
- Count of Customers

Churn
Count of Custom...
4K
2K
0K
50%
0%

Month-t...
One year
Two year