

WELCOME



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



Churn Dashboard



1869

customer at risk

2173

of Tech Tickets

885

of Admin Tickets

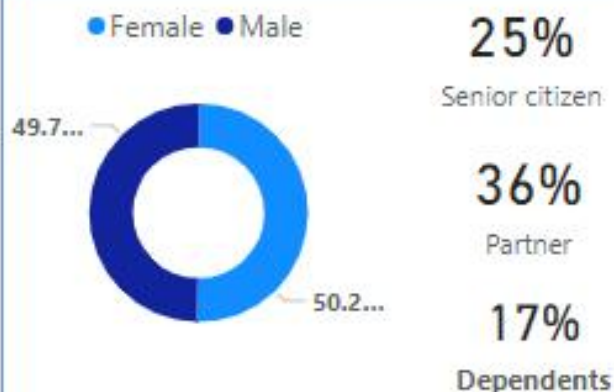
\$2.86M

Yearly Charges

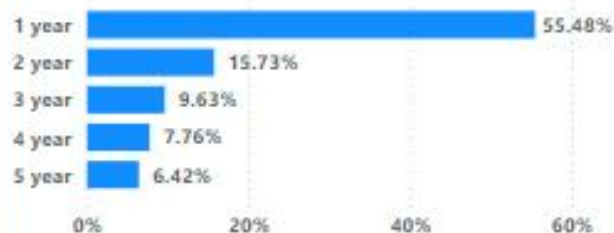
\$139.13K

Sum of MonthlyCharges

Demographic

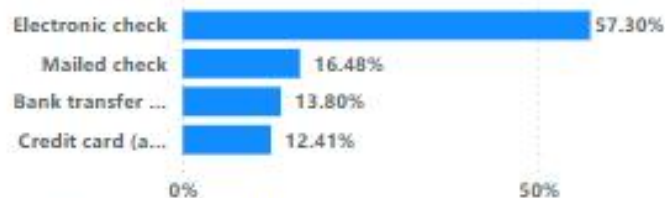


Subscription Time



Customer Account Information

Payment Method



Paperless Billing



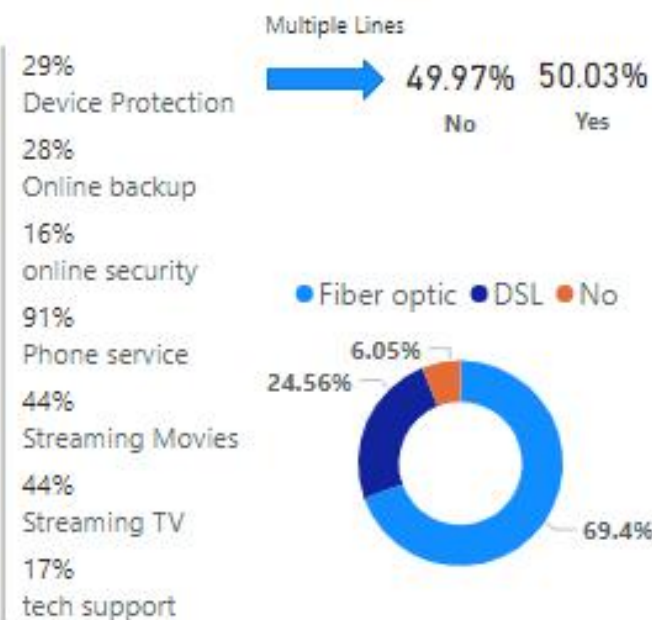
Average Charges

\$74.44
Monthly
\$1,531.80
Total

Types of Contact



Services Customers Signed up for





Customer Risk Analysis



Risk of churn

- ☐ No
☐ Yes

Internet Services

- ☐ DSL
☐ Fiber optic
☐ No

Months Subscribed



Contact Type

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

5636 31.51%

Total Customer

Churn Rate %

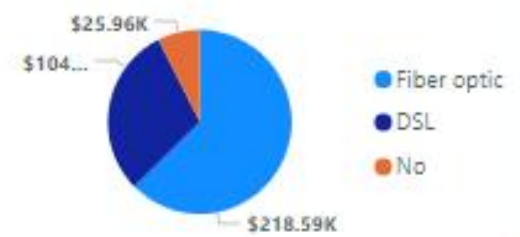
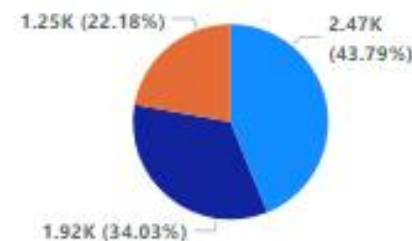


\$8.77M

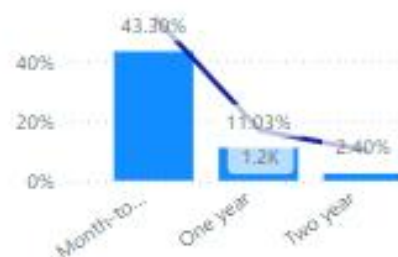
Yearly Charges

2885
Admin Tickets
2023
Tech Tickets

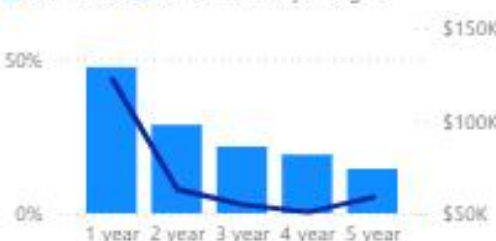
% Churn Rate by InternetService



● Churn Rate ● Customer



● Churn Rate ● Sum of Monthly Charges



● Churn Rate ● Sum of Monthly Charges

