

WELCOME

Key Performance Indicators

- 1 Increase tech support Capacity for Fibre Optic Customrs and lower tech tickets per Customer to 0.5
- 2) Increase Sale of 1 and 2 Year Contract by 5% each
- 3) Yearly Increase of automatic payment by 5%

Churn Dashoard



- Demographics
- Customer Account information
- Services

Customer Risk analysis



- Internet Service
- Type of Contract
- Payment Method



Churn Analysis



Customer at Risk
7043

of Teck Tickets
2955

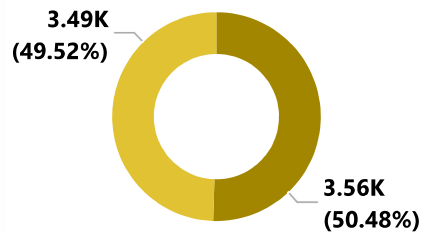
of Admin Tickets
3632

Monthly Charges
456.12K

Yearly Charges
16.06M

Demographics

Male Vs Female

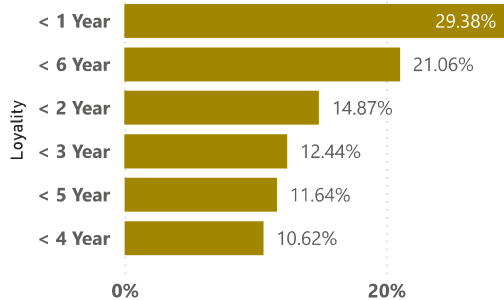


25%
% SeniorCi...

36%
% Partner

17.44%
% of Depe...

Subscription Time

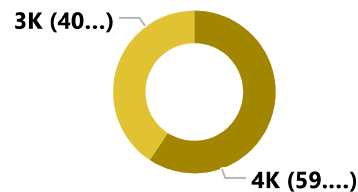


Customer Account Information

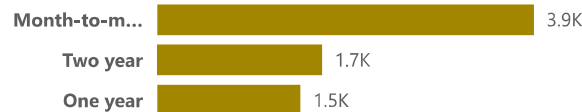
Payment Method



Paperless Billing



Type of Contract



Service Customers Signed Up for

90.90%
Phone Service

43.55%
Streaming TV

43.77%
Streaming Movie

29.16%
Device Protection

27.98%
Online Backup

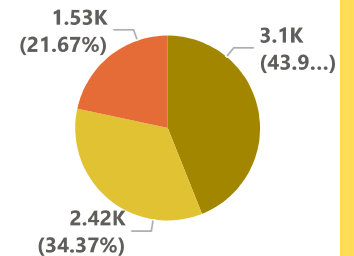
16.59%
Tech Support

15.78%
Online Security

64.76
Average of MonthlyChar...

2,283.30
Average of TotalCharges

● Fiber optic ● DSL ● No



Tenure

0

70

Risk of Churn

☐ No

☐ Yes

InternetService

☐ DSL

☐ Fiber optic

☐ No

Contract Type

☐ Month-to-month

☐ One year

☐ Two year



Customer Risk Analysis

6511

Total Customer

28.52%

Churn Rate

13.06M

Yearly Charges

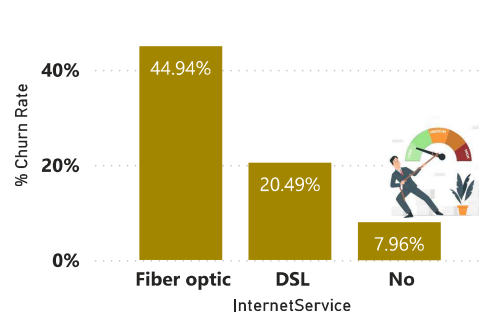
3322

AdminTickets

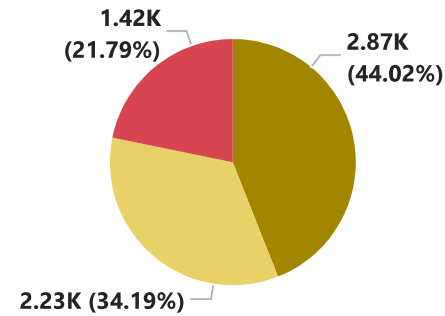
2718

Tech Tickets

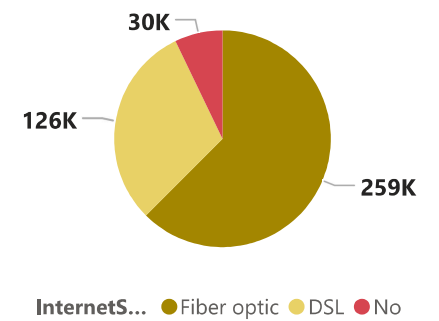
Churn Rate by Type of InternetService



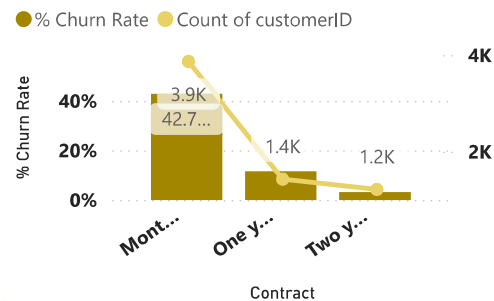
of customer by InternetService



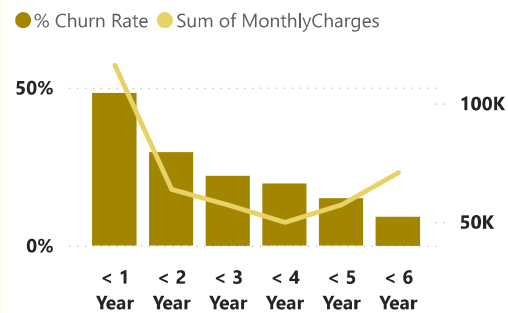
of customer by InternetService



Type of Contract



Years of Contract



Churn by Payment Method

