

Welcome



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%

Churn



- Demographics
- Customer Account Information
- Services

Customer Risk



- Internet Services
- Type of Contract
- Payment Method

Churn Dashboard



1869

Customer at Risk

2173

of Tech Tickets

885

of Admin Tickets



\$3M

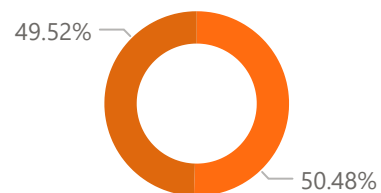
Yearly Charges

\$139K

Sum of MonthlyCharges

Demographics

Male Female



25%

% of Senior Citizen

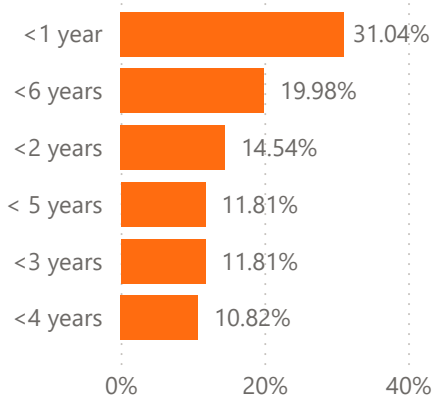
36%

% of Partner

17%

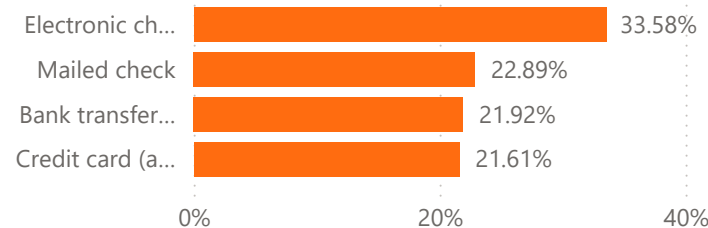
% of dependents

Subscription Time



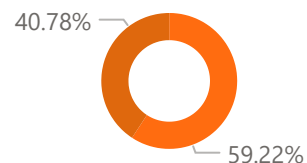
Customer Account Information

Payment Methods



PaperlessBilling

Yes No



Paperless Billing

\$65
Monthly Charges
\$2,283
Total Charges

Type of Contracts



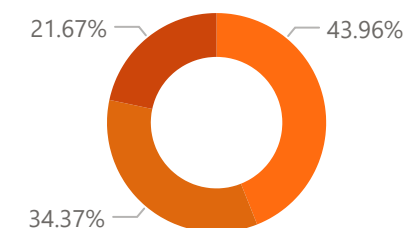
Services Customers Signed up

Multiple Lines 50% 50%
No Yes

91%
% Phone Service
44%
% Streaming Movies
44%
% Streaming TV
29%
% Device protection
28%
% Online Backup
17%
% Tech Support
16%
% Online Sec.



Fiber optic DSL No



Customer Risk Analysis



Risk of Churn

- ☐ No
- ☐ Yes

7043

Total Customer

27%

Churn Rate %



\$16M

Yearly Charges

3632
Admin Tickets
2955
Tech Tickets



Internet Services

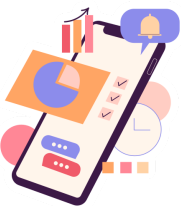
- ☐ DSL
- ☐ Fiber o...
- ☐ No

Months Subscribed

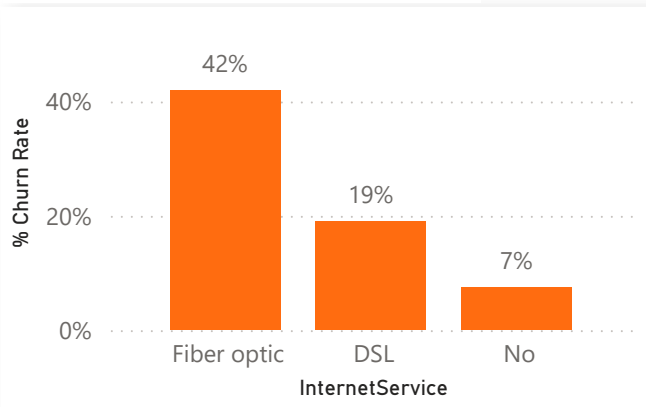


Contract

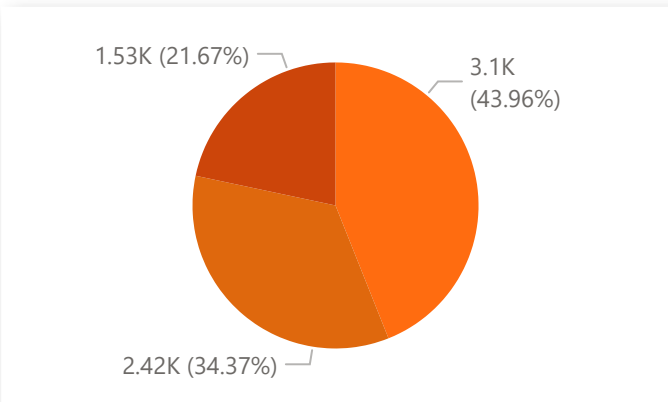
- ☐ Month-to-month
- ☐ One year
- ☐ Two year



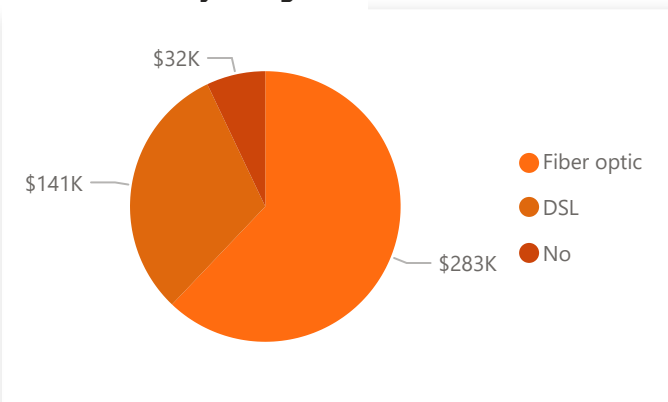
Churn By Type of Internet Services



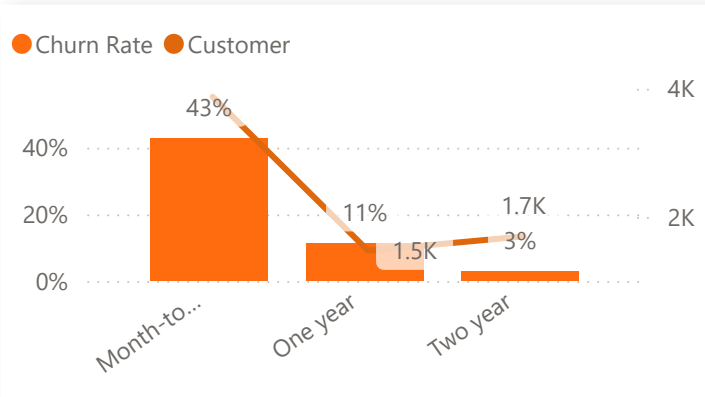
#of customers by Internet services



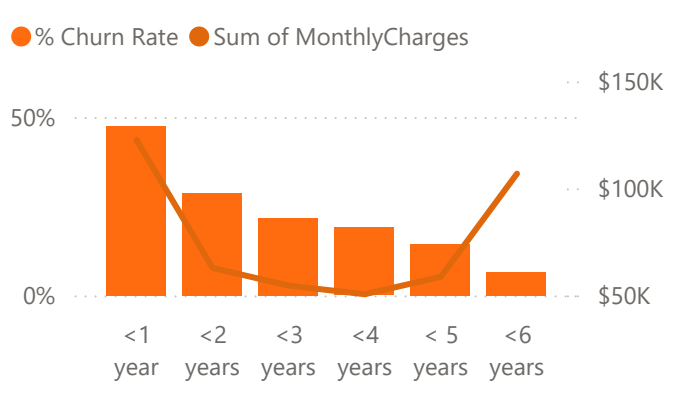
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

