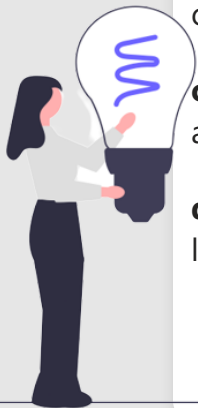


# WELCOME TO TELECOM CHURN REPORT



## FINDINGS

- a.** Customers with contract type month-to-month are more like to churn.
- b.** Customers with less than a year contract are the riskiest customer.
- c.** Fiber optics churn rate is the highest among other internet services.
- d.** Customers with automatic payment less likely to churn.



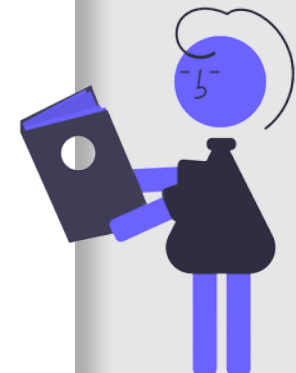
Telecom Churn Report



Customer Risk Analysis

## Recommendation

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



\*Click for detailed report



# Telecom Churn Dashboard



1869

Customer at Risk

2173

# of Tech Tickets

885

# of Admin Tickets

\$139.13K

Monthly Charges

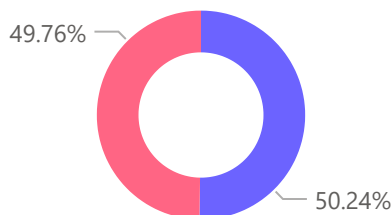
\$2.86M

Yearly Charges



## Demographics

● Female ● Male



25%

Senior Citizen

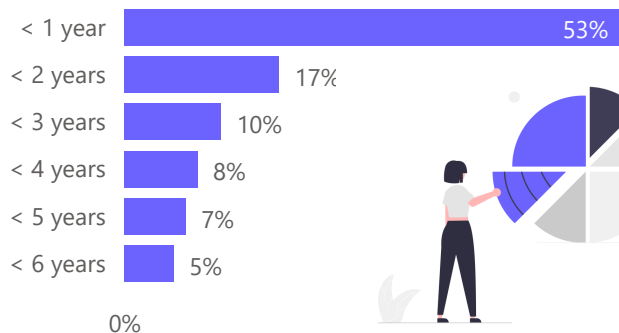
17%

Dependents

36%

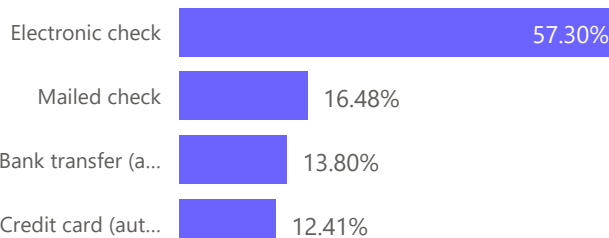
Partner

### Subscription Time

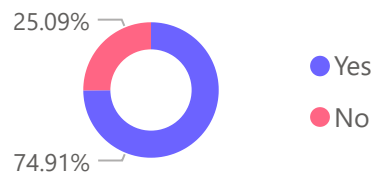


## Customer Account Info.

### Payment Method



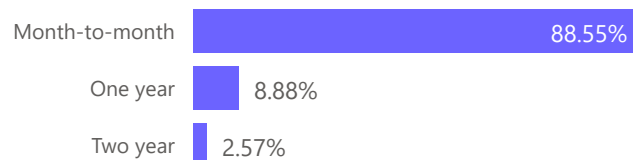
### Paperless Billing



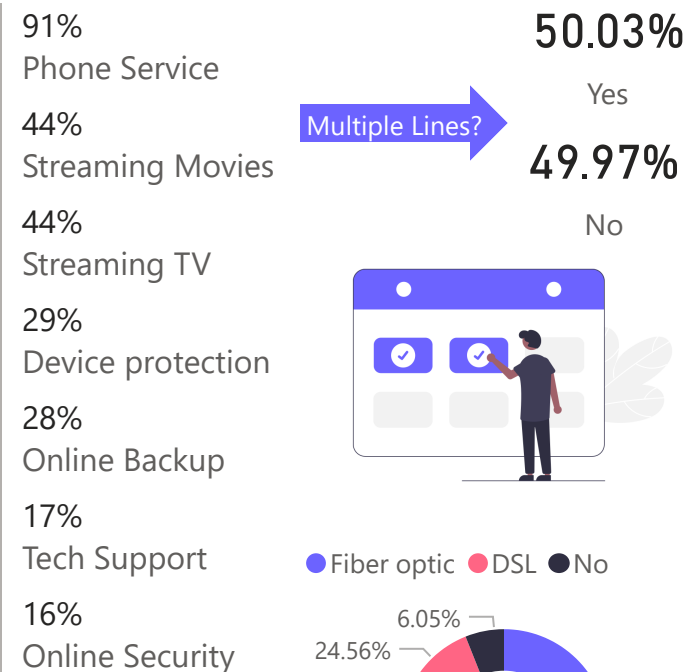
### Average Charges

\$74.44  
Monthly  
\$1,531.80  
Total

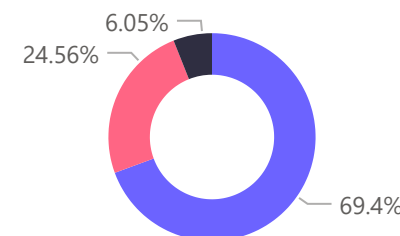
### Type of Contract



## Service Customers signed



● Fiber optic ● DSL ● No



# CUSTOMER RISK ANALYSIS



## Contract Type

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

## Risk of Churn

- ☐ No
- ☐ Yes

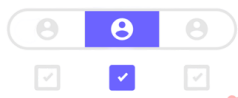
## Months Subscribed

0

72

## Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No



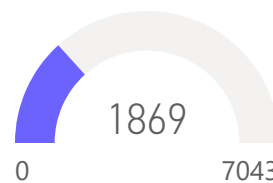
7043

Total Customers

26.54%

Churn Rate

Churn



\$16.06M

Yearly Charges

2955

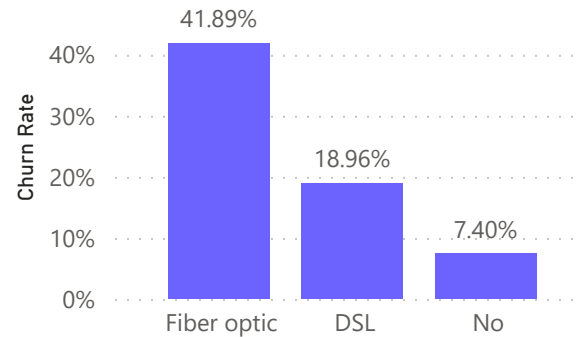
Tech Tickets

3632

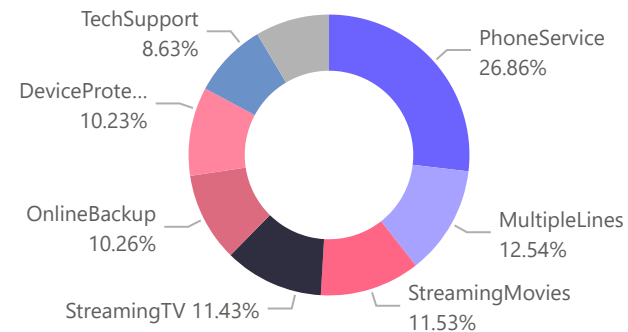
Admin Tickets



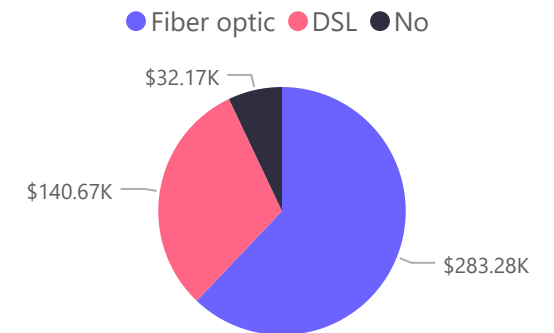
## Churn Rate by InternetService



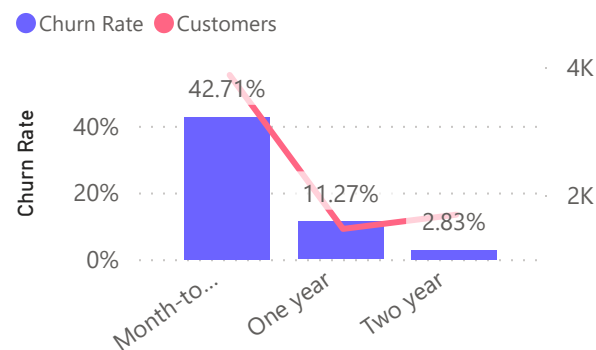
## Services Taken by Customers



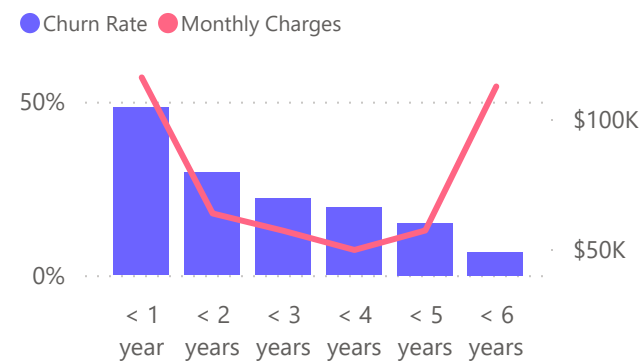
## Sum of Monthly Charges



## Churn Rate by Contract Type



## Churn Rate by Year of Contract



## Churn Rate by Payment Method

