

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 payment by 5%

Churn Dashboards



- 1) Demographics
- 2) Customer Account Information
- 3) Services

Customer Risk Analysis



- 1) Internet service
- 2) Types of Contract
- 3) Payment method

Churn Dashboard



Customer ar risk

7043

of Tech Tickets

2955

of Admin Tickets

3632

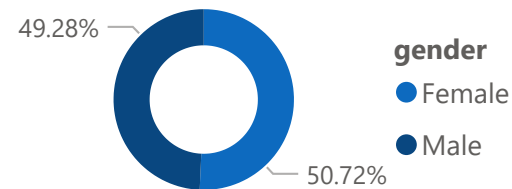
\$ Yearly Charges

16.06M

Monthly Changes

456K

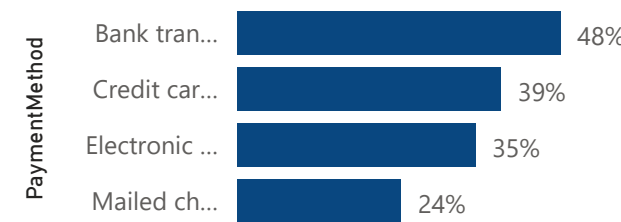
churn rate % by gender



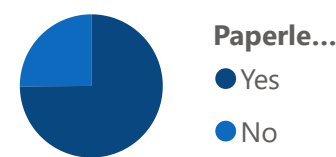
25% SeniorCitizen
36% Partner
17% Dependents

customer account information

Partner in % by PaymentMethod



PaperlessBilling



AVG Charge

65 Monthly
2283.30 Total

Type of Contr



services customers signed up for

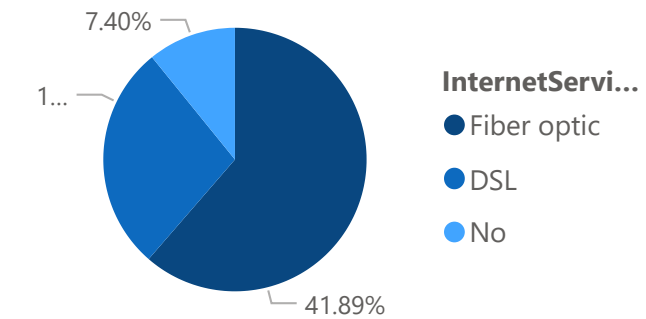
91% Phone Service in %
44% Streaming Movies in %
44% Streaming Movies in %
29% Device protection in %
28% Online Bacup in %
17% Tech Support in %
16% Online Sec. in %



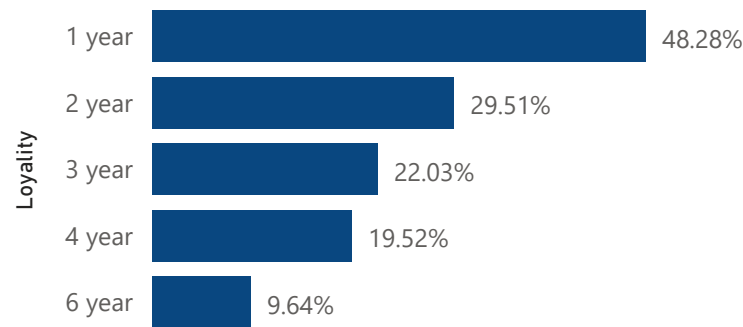
AVG multiple line

50.03% Multiple Lines yes in %
49.97% Multiple lines no in %

churn rate % by InternetService



churn rate % by Loyalty



churn rate %

Customer Risk Analysis



Churn

No

Yes

Total Customers

7043

Churn rate %

26.54%

Yearly Charges

16.06M

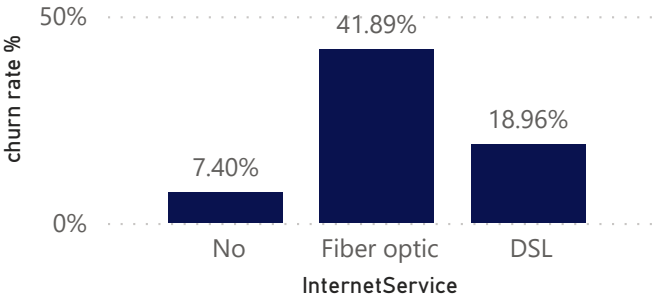
Tech Tickets

2955

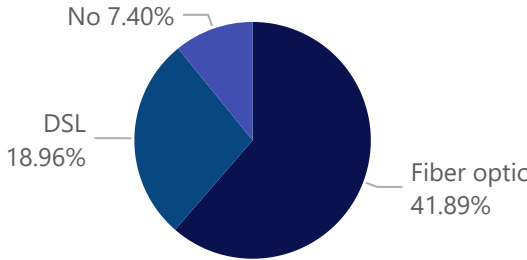
Admin Tickets

3632

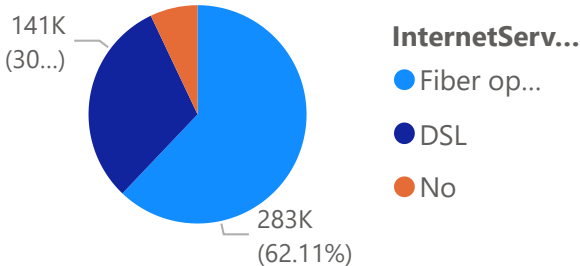
churn rate by InternetService



of customers by InternetService



Sum of MonthlyCharges



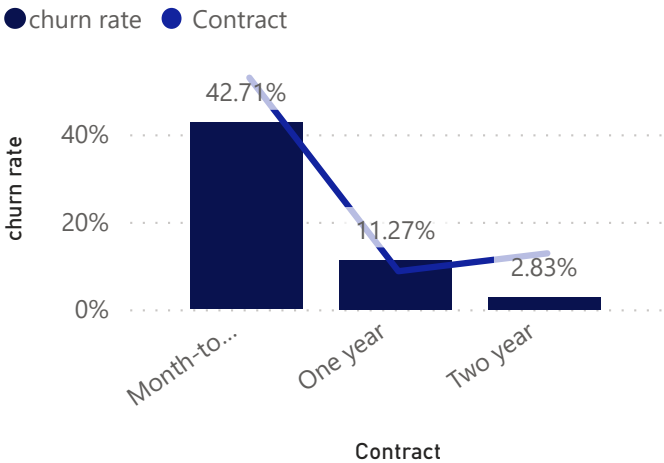
InternetService

DSL

Fiber optic

No

Types of Contract



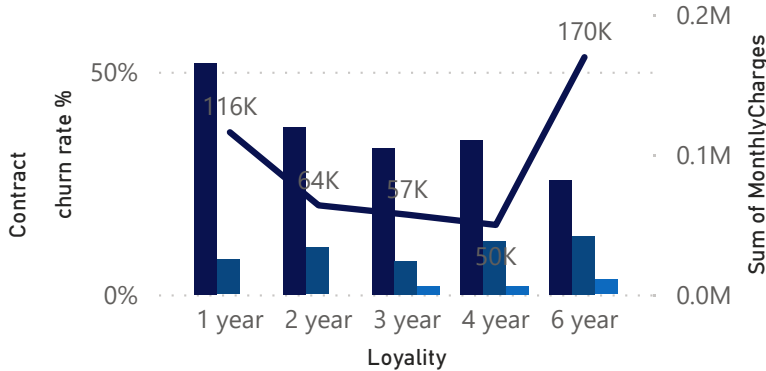
Contract

Month-to-month

One year

Two year

Years of Contract



churn by PaymentMethod

