

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



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

Customer Risk Analysis



- 1. Internet Service
- 2. Type of contract
- 3. Payment Method





Churn Dashboard



Developed By - **Dikshita Pawar**

1869

Customers at risk

2173

of Tech Tickets

885

of Admin Tickets



\$2.86M

Yearly Charges

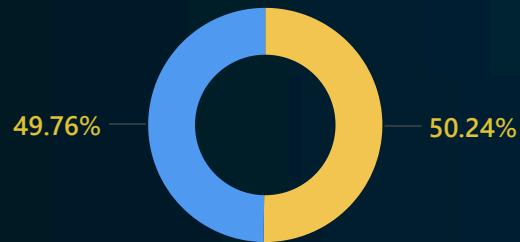
\$139.13K

Sum of MonthlyCharges

Demographics

Count of Churn by gender

● Female ● Male



25.47%

Senior Citizens

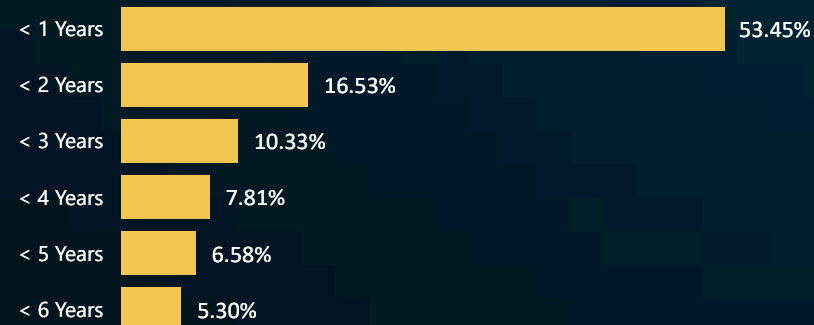
36%

Partner

17%

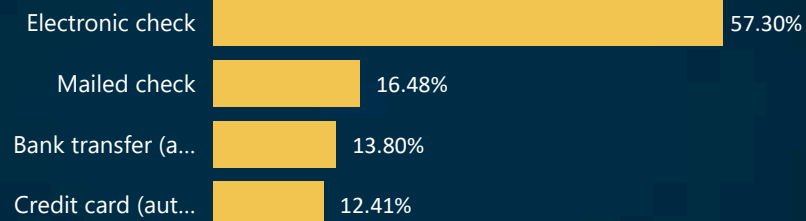
Dependent

Subscription Time

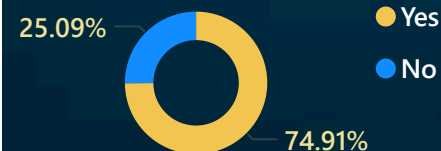


Customer Account Information

Payment Method



Paperless Billing



Average Charges

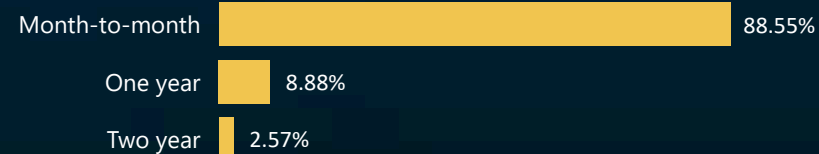
\$74.44

Monthly

\$1,531.80

Total

Types of Contract



Services Customers Signed up for

90.90%

Phone Service

43.55%

Streaming TV

43.77%

Streaming Movies

29.16%

Device Protection

27.98%

Online Backup

16.59%

Tech Support

15.78%

Online Security

Multiple Lines

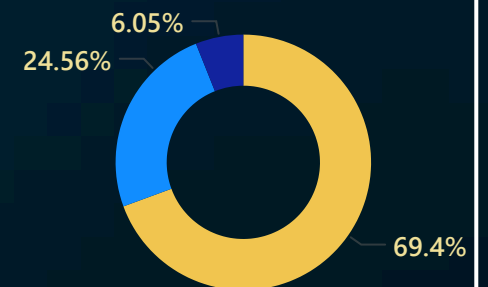
49.97%

NO

50.03%

YES

● Fiber optic ● DSL ● No





Customer Risk Analysis

Developed by - **Dikshita Pawar**



Risk of Churn

- ☐ No
- ☒ Yes



Internet Services

- ☐ DSL
- ☐ Fiber optic
- ☐ No



Monthly Subscribed

0

72



Contract Type

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

1869

Total Customer

25.47%

Churn Rate %



\$2.86M

Yearly Charges

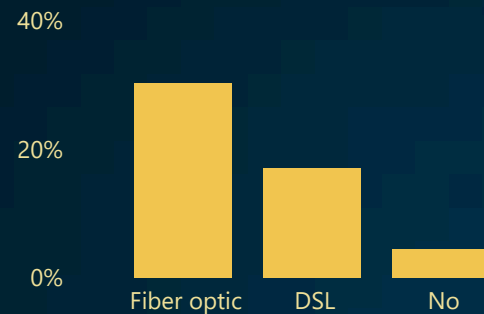
885

Admin Tickets

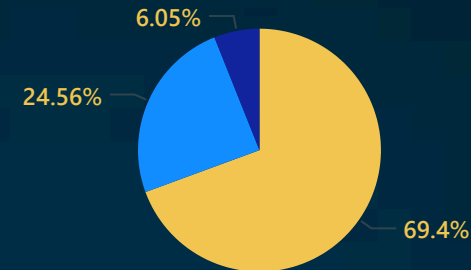
2173

TechTickets

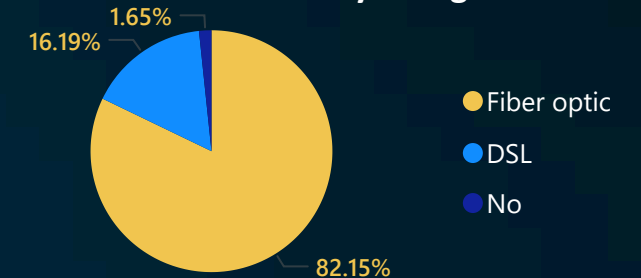
Churn by Type of Internet Service



of customers by Internet service

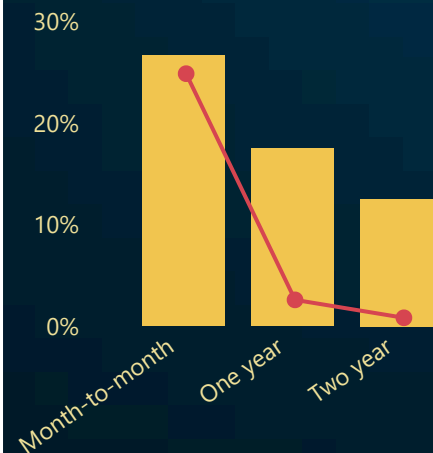


Sum of Monthly Charges



Type of Contract

● Churn Rate ● Customer



Years of Contract

● Churn Rate ● Sum of MonthlyCharges



Churn by Payment Method

● Churn Rate ● Sum of MonthlyCharges

