

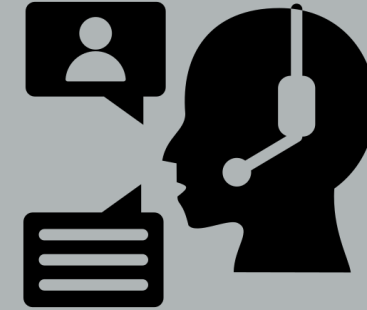
Welcome

Key Performance Indicator

- 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%



- Demographics
- Customer Account Information
- Services



- Internet Service
- Type of Contract
- Payment Method

Total Customers Churn

7.043K

Sum of MonthlyCharges

456.12K

Sum of Total Charges

16.06M

Sum of numAdminTickets

3.6K

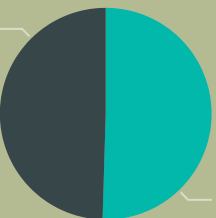
Sum of numTechTickets

2.96K

Count of Churn by gender



Female 49.52%



Male 50.48%

25.47%

% of senior citizen

17.44%

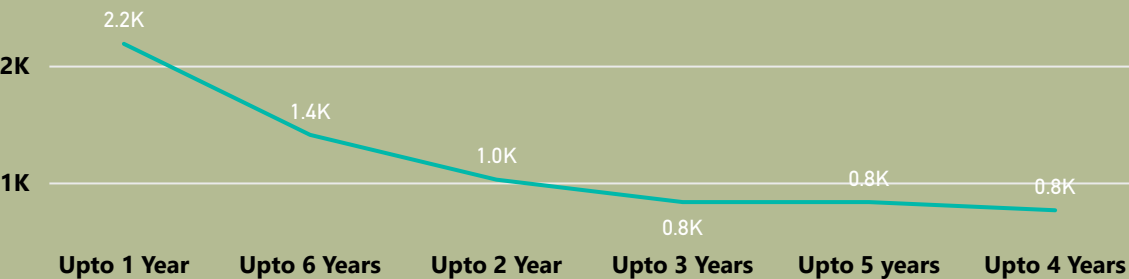
% of Dependents

35.79%

% of Partner

Demographics

Count of Churn by Subscription Tenure



Customer Account Information

Count of Churn by PaymentMethod

Electronic check

2.4K

Mailed check

1.6K

Bank transfer (...)

1.5K

Credit card (au...)

1.5K

0K

1K

2K

64.76

Average of MonthlyCharges

2,283.30

Average of TotalCharges

Services Customer Signed Up



%GT Count of Contract by Contract

Month-to-month

55.02%

Two year

24.07%

One year

20.91%

0%

20%

40%

60%

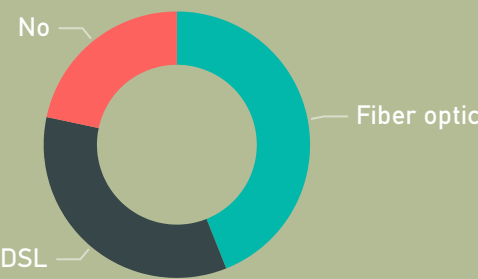
Count of InternetService by InternetService

InternetService

Fiber optic

DSL

No



29.16%

% Of Device protection

27.98%

% Of Online Backup

15.78%

% Of Online Security

90.90%

% of Phone Services

43.77%

% of Streaming Movies

43.55%

% Of Streaming TV

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Churn

All

Contract

All

tenure

All

InternetSe...

All

