

Overview

Key Performance Indicators

- 1) Increase Tech Support capacity for Fiber Optic customers and lower Tech Tickers 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



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- Internet Services
- Type of Contract
- Payment Method

Churn Dashboard



1869

Customer at Risk

2173

of Tech Tickets

885

of Admin Tickets

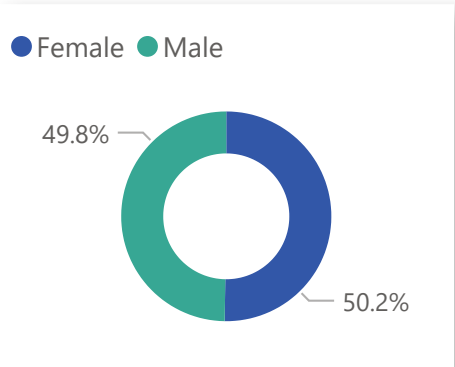
\$2.86M

Yearly Charges

\$139.13K

Monthly Charges

Demographics

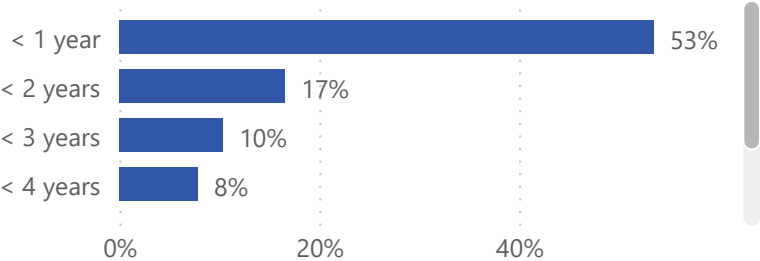


25%
Senior Citizen

36%
Partner

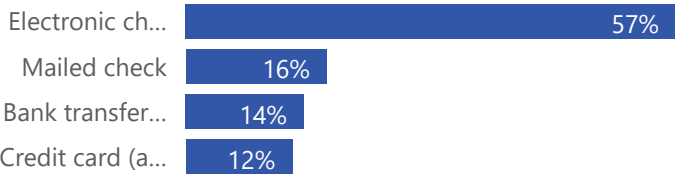
17%
Dependents

Subscription Time

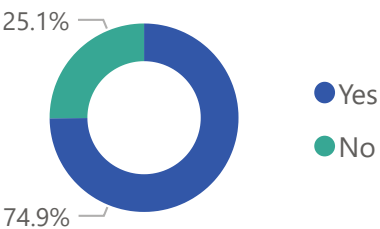


Customer account information

Payment Method



Paperless Billing

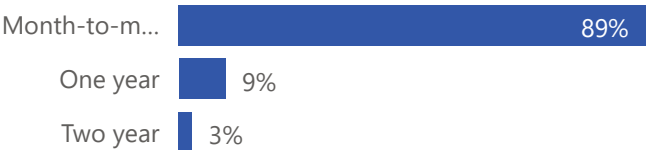


Average Charges

\$74.4413
Monthly

\$1,531.7961
Total

Type of Contract



Customer account information

91%

Phone Service

44%

Streaming Movies

44%

Streaming TV

29%

Device Protection

28%

Online Backup

17%

Tech Support

16%

Online Security

Multiple Line

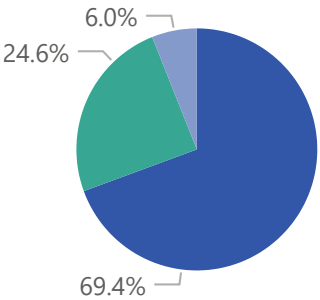
49.97%

No

50.03%

Yes

● Fiber optic ● DSL ● No



Customer Risk Analysis



Risk of Churn

☐ No

☐ Yes

Internet Service

☐ DSL

☐ Fiber optic

☐ No

Monthly Subscribed

072

Contract Type

☐ Month-to-month

☐ One year

☐ Two year

7043

Total Customers

26.5%

churn rate %

1869

07043

\$16.06M

Yearly Charges

2955

Tech Tickets

3632

Admin Tickets

Churn by Type of Internet Service

41.9%

19.0%

7.4%

Fiber opticDSLNo

of Customers by Internet Service

3.1K

2.42K

1.53K

Sum of Monthly Charges

\$283.28K

\$140.67K

\$32.17K

Fiber opticDSLNo

Type of Contract

3.9K

1.5K

1.7K

Month-to-monthOne yearTwo year

Years of Contract

50%

50%

< 1 year< 2 years< 3 years< 4 years< 5 years< 6 years

Churn by Payment Method

\$0.2M

\$0.1M

Electronic checkMailed checkBank transfer...Credit card (au...