Welcome

Key Performance Indicators

1)Increase tech support capacity for fibre optics customer and lower ticlets per customer to 0.5

2)increase sale of 1 and 2 years contracts by 5% each

3)yearly increase of automatic payments by 5%

Churn Dashboard

1)Demographic
2)Customer account information
3)Services

Customer Risk Analysis

1)Internet Service
2)Type of Contract
3)Payment Method

Churn Dashboard

Customer At Risk
7043

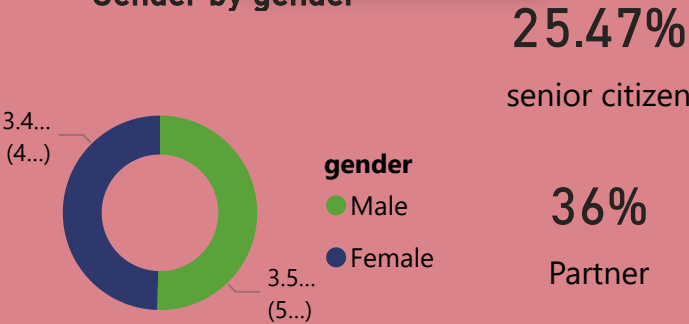## Num of Techtickets
2955

Num of Admintickets
3632

Yearly Charges
16M

Monthly Charges
456K

Demographics

Gender by gender

gender
- 🟢 Male
- 🔵 Female

3.4... (4...)
3.5... (5...)

25.47% senior citizen

36% Partner

17% Dependents

Subscription Time

Subscription	Count of Churn
<1 Years	2.1K
<6 Years	1.5K
<2 Years	1.0K
<3 Years	0.9K
<5 Years	0.8K
<4 Years	0.7K

0K — 1K — 2K
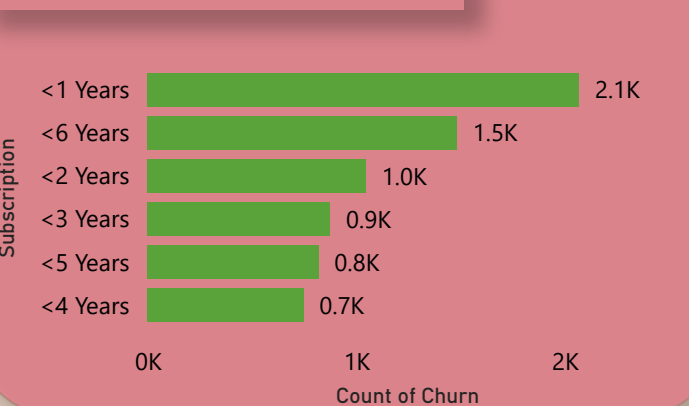
Customer account

Payment Method

Electronic ch...	2.4K
Mailed check	1.6K
Bank transfe...	1.5K
Credit card (...	1.5K

Paper less Billing

2.87K (40.78%)
4.17K (59.2...)

PaperlessBilling
- 🟢 Yes
- 🔵 No

Contract

Month-to-m...	3.9K
Two year	1.7K
One year	1.5K
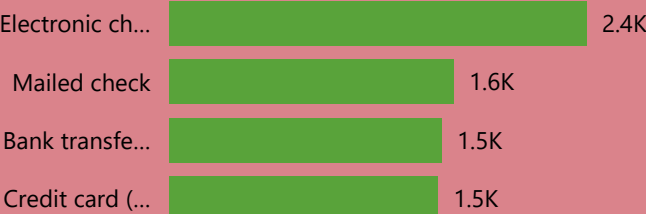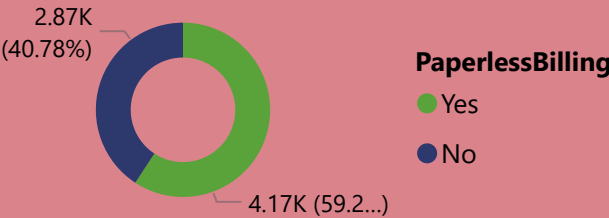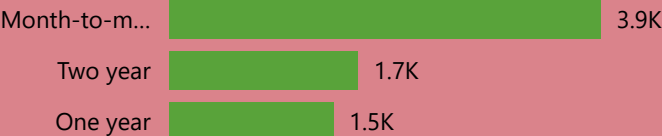
services customer signed up for

28% Online Backup in %

91% Phone Service in %

16% Online sec in %

44% Streaming movies in...

1.53K (21.67%)
3.1K (43.96%)
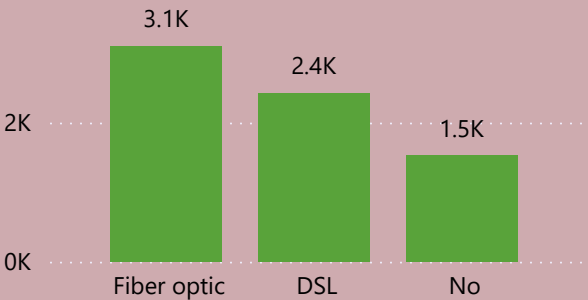2.42K (34.37%)

Customer Risk Analysis

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

Rate of Churn
- ☐ No
- ☐ Yes

Internet Service
- ☐ DSL
- ☐ Fiber optic
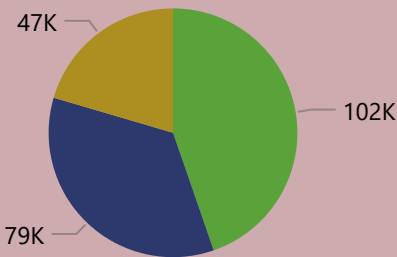- ☐ No
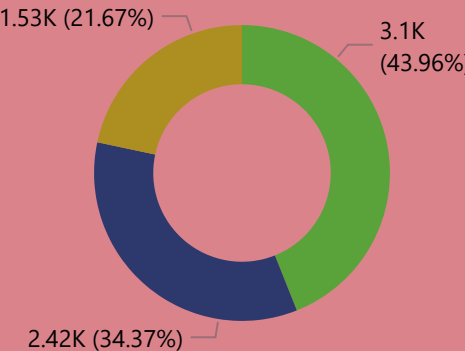
Tenure
| 0 | 72 |

Total Customer
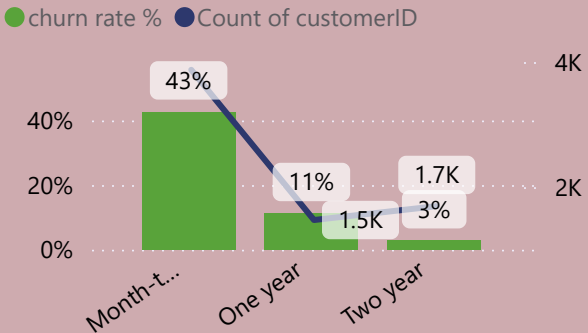## 3632

Admin Tickets
2955

Churn
7043

Churn Rate %
27%

Total Churn
7043

Churn by Type Internet Service

- Fiber optic: 3.1K
- DSL: 2.4K
- No: 1.5K

No of Customer by Internet Service

- 3.1K
- 2.42K
- 1.53K

Sum Of Monthly charges

- 102K
- 79K
- 47K

Type of Contract
- churn rate %
- Count of customerID

- Month-t...: 43%
- One year: 11%, 1.5K
- Two year: 1.7K, 3%

Year of Contract
- churn rate %
- Sum of MonthlyCharges

- <1 Years: 48%, 64K
- <2 Years: 30%, 57K
- <3 Years: 22%
- <4 Years: 20%, 50K
- <5 Years: 15%
- <6 Years: 7%, 112K

Churn by Payment Method
- churn rate %
- Sum of MonthlyCharges

- Electroni...: 45%, 0.18M
- Mailed c...: 19%, 0.07M
- Bank tra...: 17%
- Credit ca...: 15%, 0.10M