



KPI Performance Indicator

1. Increase tech support capacity for Fiber Optic customers and lower tech tickets per customers 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



1869

Customer At Risk

2173

of Tech Ticktes

885

of Admin Tickets

\$2.86M

Yearly Charges

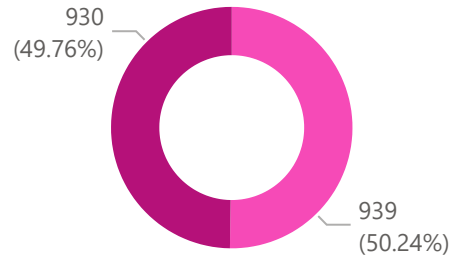
\$139.13K

Sum of MonthlyCharges



Demographics

Female Male



25%

Senior Citizen

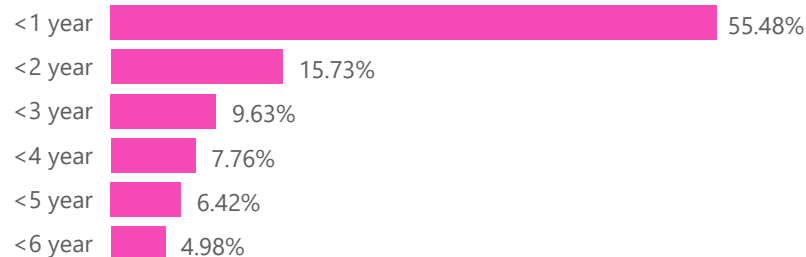
36%

Partner

17%

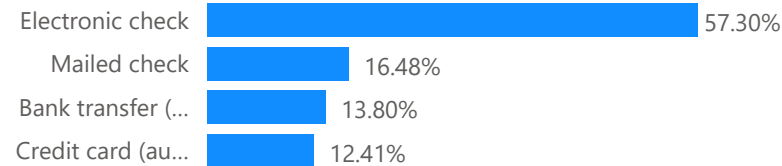
Dependents

Subscription Time

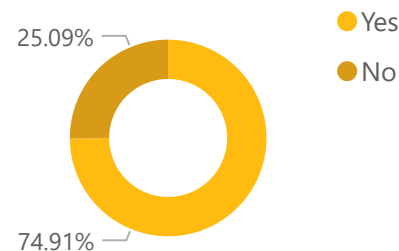


Customer Account Information

Payment Method



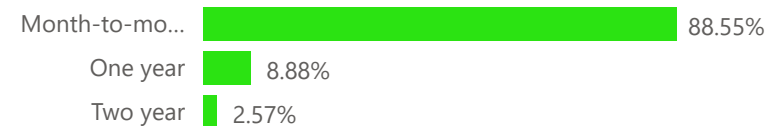
Paperless Payments



Average Charges

\$74.44
Mothly
\$1,531.80
Total

Types of Contracts

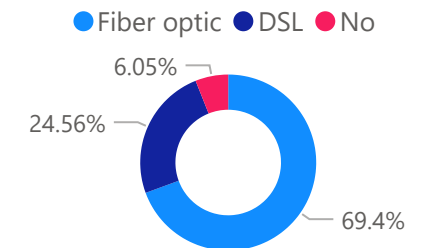


Service Customer Signed up for

91%
Phone Service
44%
Streaming TV
44%
Streaming Movies
16%
Online Security
28%
Online Backup
29%
Device Protection
17%
Tech Support



Internet Services





Risk of Churn



- ☐ No
- ☐ Yes

Internet Services



- ☐ DSL
- ☐ Fiber optic
- ☐ No

Tenure (years)



- ☐ <1 year
- ☐ <2 year
- ☐ <3 year
- ☐ <4 year
- ☐ <5 year
- ☐ <6 year

Contract Type



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

7043

Total Customers

27%

Churn Rate %

\$16.06M

Yearly Charges

3632

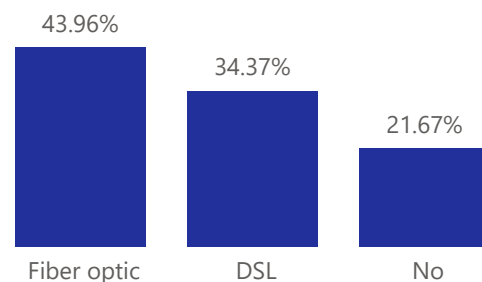
Admin Tickets

2955

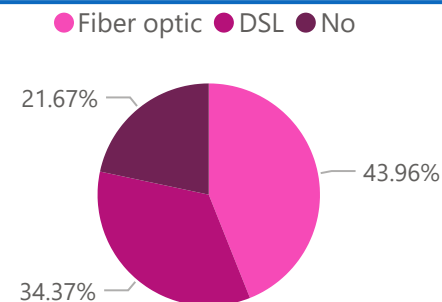
Tech Tickets



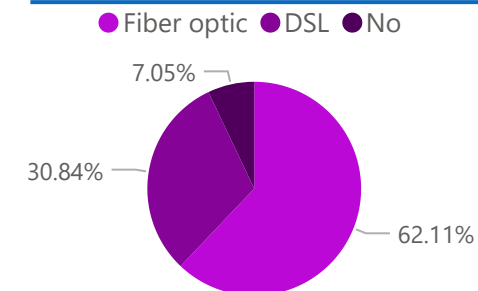
Churn By Type of Internet Services



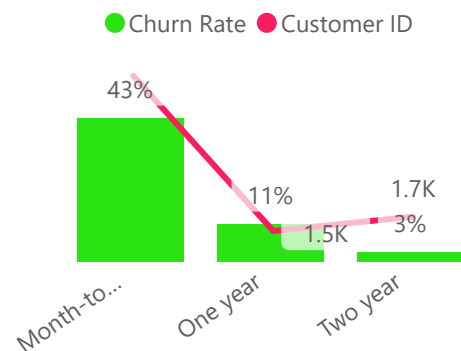
#of Customers by Internet Services



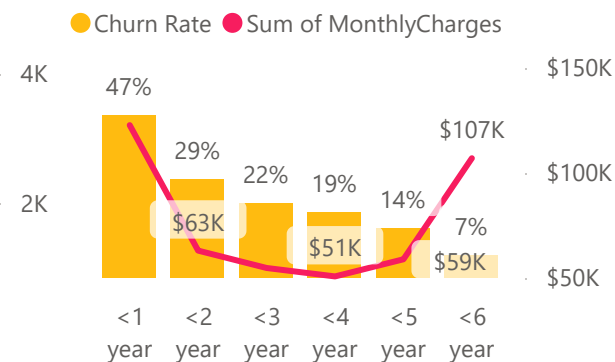
Sum of Monthly Charges



Type of Contract



Years of Contract



Churn by Payment Method

