

WELCOME TO TELECOM CENTER

KPI

1. Increase tech support capacity for fiber optic customers and lower tech tickets per customer to 0.5
2. Increase sales of 1 and 2 year contracts by 5% each
3. Yearly increase of automatic payments by 5%

DASHBOARD

- Demographics
- Customer account information

CUSTOMER RISK ANALYSIS

1. Internet service
2. Type of service
3. Payment method

TELECOM CENTER - DASHBOARD

1869

Count of customers in risk

2173

Sum of numTechTickets

885

Sum of numAdminTickets

139.13K

Sum of MonthlyCharges

2.86M

Yearly charges

Demographics

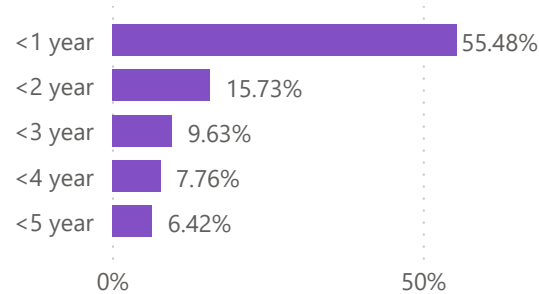
gender ● Female ● Male



17%

% of Dependents

Subscription time



0.36

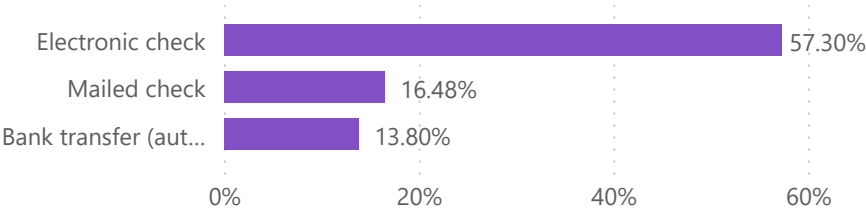
% of partner

25%

% of seniorcitizen

Customer Account Information

Payment Method

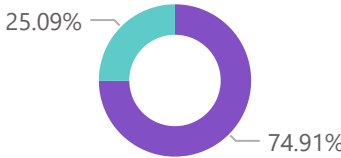


Average charges

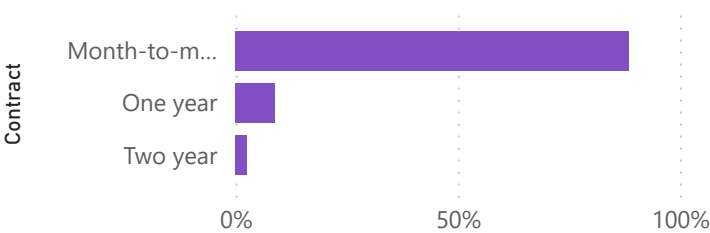
74.44
Monthly
1,531.80
Total

Paperless Billing

● Yes ● No



Types of Contracts



CUSTOMER RISK ANALYSIS

7043

Count of customerID

Churn

☐ No

☐ Yes

InternetService

☐ DSL

☐ Fiber optic

☐ No

0

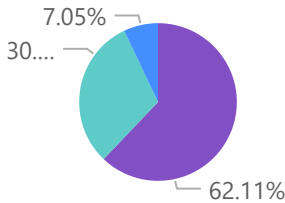
72

Contract

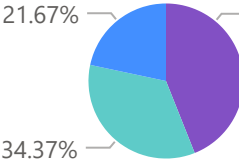
☐ Month-to-month

☐ One year

☐ Two year



Fiber ...
DSL
No



Internet...
Fiber ...
DSL
No

3632
Admin Tickets
2955
Tech Tickets

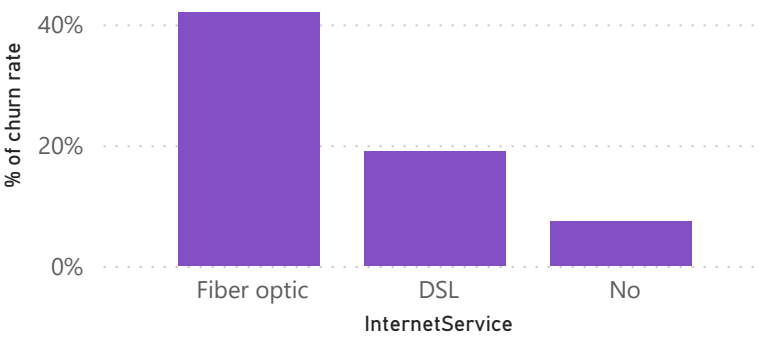
27%

% of churn rate

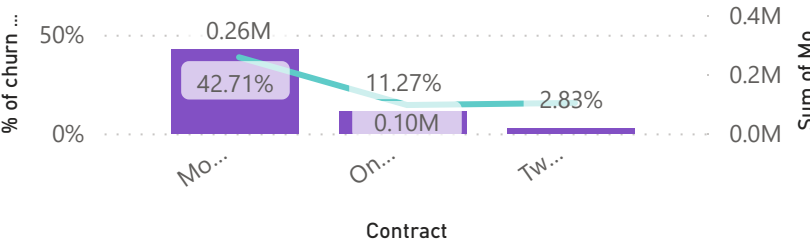
16M

Yearly charges

% of churn rate by InternetService



% of churn rate Sum of MonthlyCharges



% of churn rate Count of customerID

