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Key Performance Indicators

- 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%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- internet service
- type of contract
- payment method



Churn Dashboard



1869

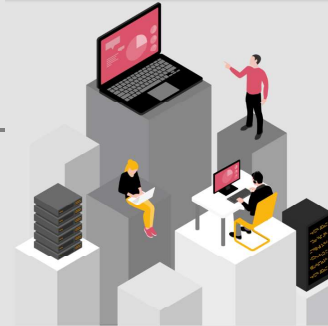
Customers at risk

2173

Total Tech Tickets

885

Total Admin Tickets



\$2.86M

Yearly Charges

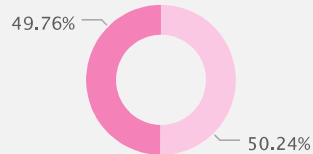
\$139.13K

Monthly Charges



Demographics

Female Male



25%

Senior Citizens

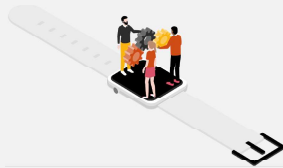
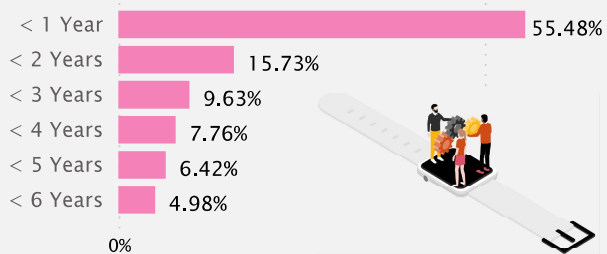
36%

Partners

17%

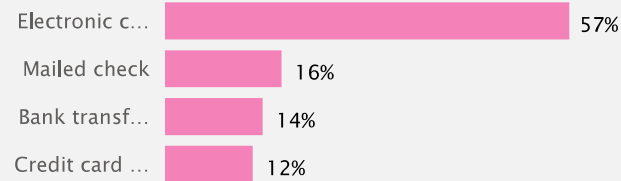
Dependents

Subscription Time



Customer account information

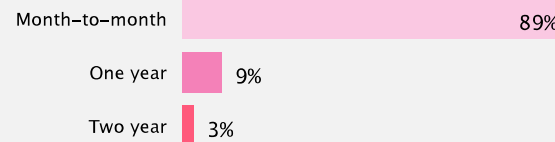
Payment Method



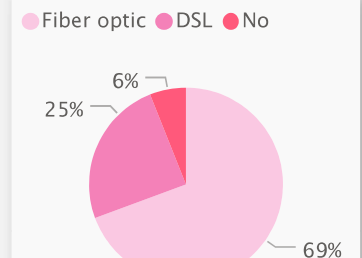
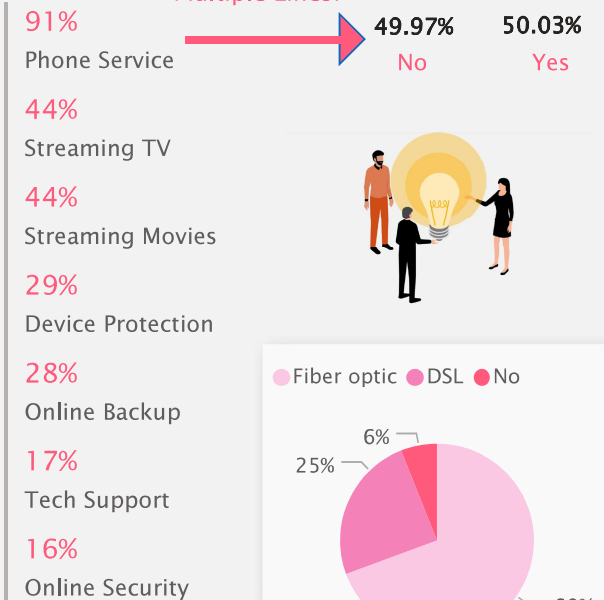
Average Charges

\$74.44
Monthly
\$1,531.80
Total

Type of Contract



Services customers signed up for





Customer Risk Analysis



Risk of Churn

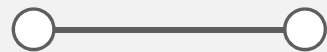
- ☐ No
☐ Yes

Internet Service

- ☐ DSL
☐ Fiber optic
☐ No

Months subscribed

0 72



Contract Type

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

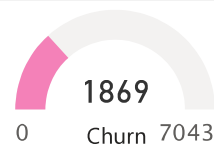


7043

Total Customers

26.54%

Churn Rate %



\$16.06M

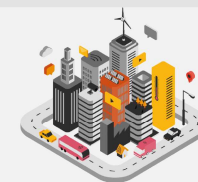
Yearly Charges

2955

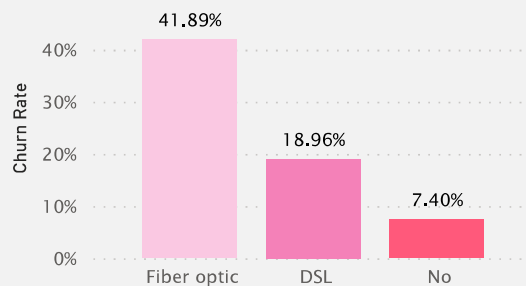
Tech Tickets

3632

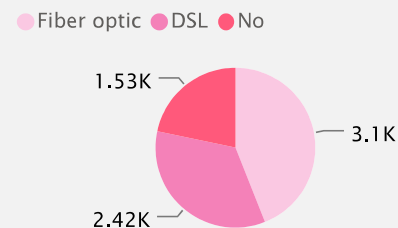
Admin Tickets



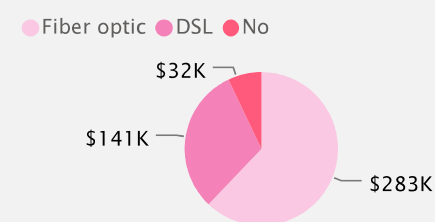
Churn by type of internet service



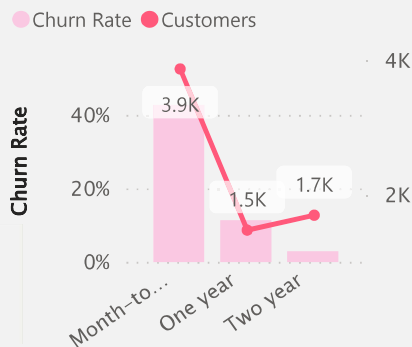
Customers by internet service



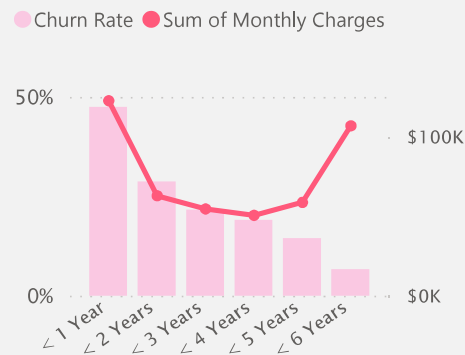
Sum of monthly charges



Type of Contract



Years of contract



Churn by payment method

