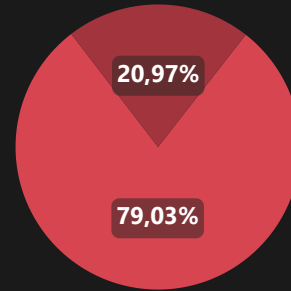


# Client Retention Dashboard

## Total Customers and Churned Customers

● Total Customers ● Churned Customers



# 26,54%

Churn Rate

# 7043

Total Customers

# 1869

Churned Customers

## Main Indicators

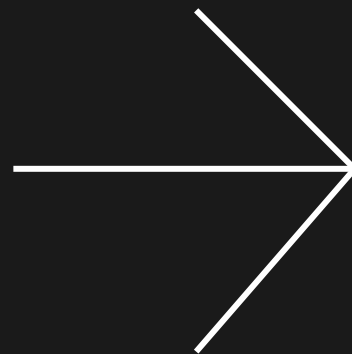
Keep tech tickets average at 0.15 (1,01 less for churned clients)

Improve tech support for fiber optic services. **More data needed:** there might be issues with streaming services for fiber optic connection, damaging client retention

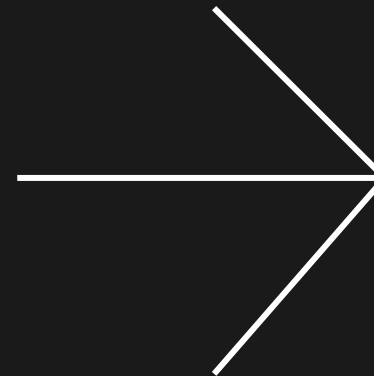
Improvement needed for monthly contract sales and for first-year clients. The 5 first years have the biggest churn rates, with the first year being where most customers quit.

In general, bad tech support seems to be positively correlated with customer churn.

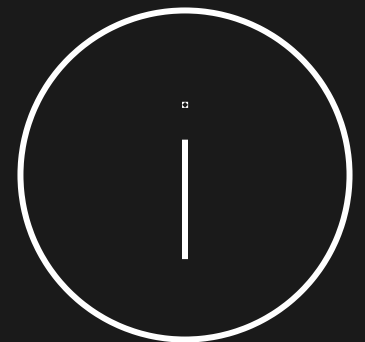
## Services Panel



## Demographics Panel



## Insights Page



# 26,54%

## Churn Rate

### Total Customers Services %

90,32%  
Phone Services %  
43,96%  
Fiber optic Connection %  
38,79%  
Movie Streaming %  
38,44%  
TV Streaming %  
34,49%  
Online Backup %  
34,39%  
Device Protection %  
34,37%  
DSL Connection %  
29,02%  
Tech Support %  
28,67%  
Online Security %

Contract	Churn Rate
Month-to-month	42,71%
One year	11,27%
Two year	2,83%
Total	26,54%

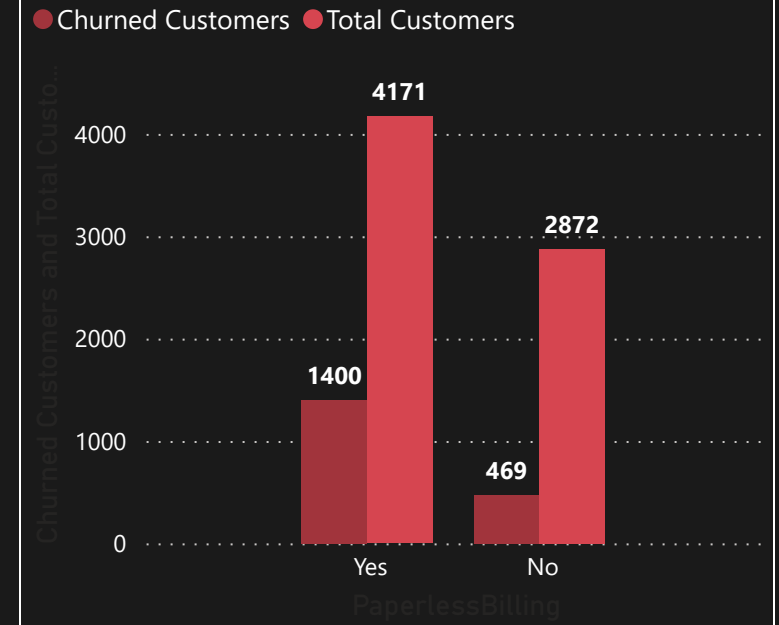
### Possible Churn Customers %

90,90%  
Phone Services %  
69%  
Fiber optic Connection %  
43,77%  
Movie Streaming %  
43,55%  
TV Streaming %  
29,16%  
Device Protection %  
27,98%  
Online Backup %  
25%  
DSL Connection %  
16,59%  
Tech Support %  
15,78%  
Online Security %

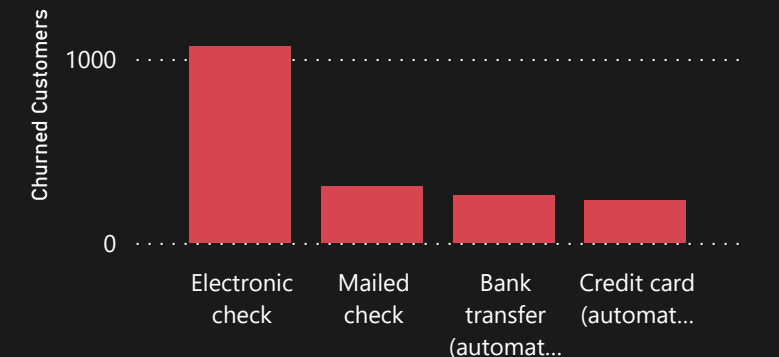
2955  
Tech Tickets Total  
2173  
Tech Tickets Churned  
3632  
Admin Tickets Total  
885  
Admin Tickets Churned

1,16  
Churn Average Tech Tickets  
0,15  
No Churn Average Tech Tickets

### Churned Customers and Total Customers by Paperless Billing

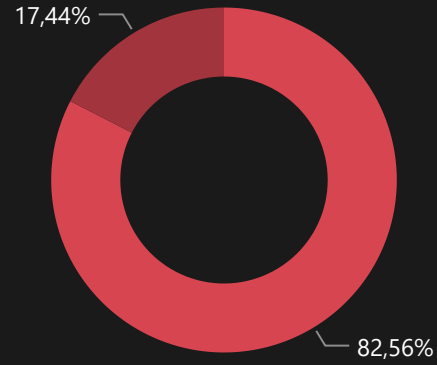


### Churned Customers x Payment Method



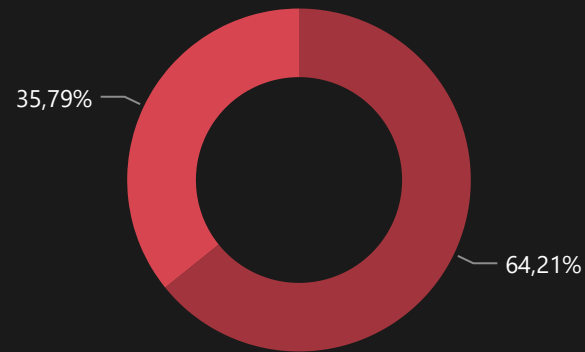
### Churned Customers by Dependents

Dependents ● No ● Yes

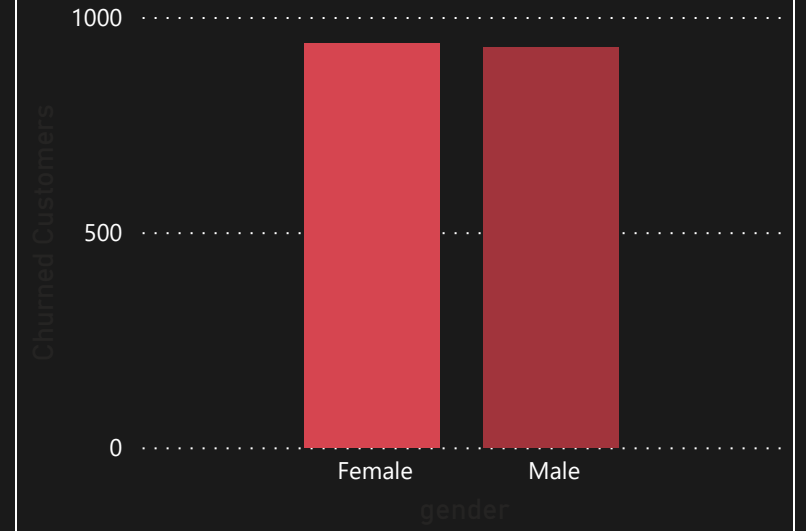


### Churned Customers by Partner

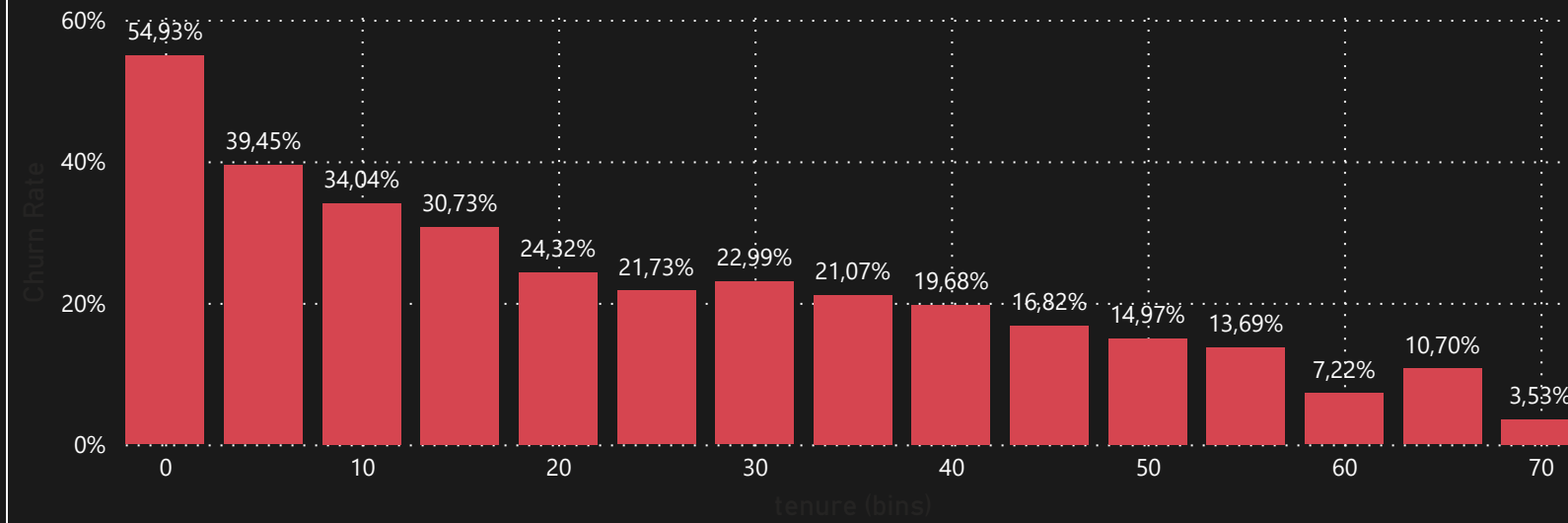
Partner ● No ● Yes



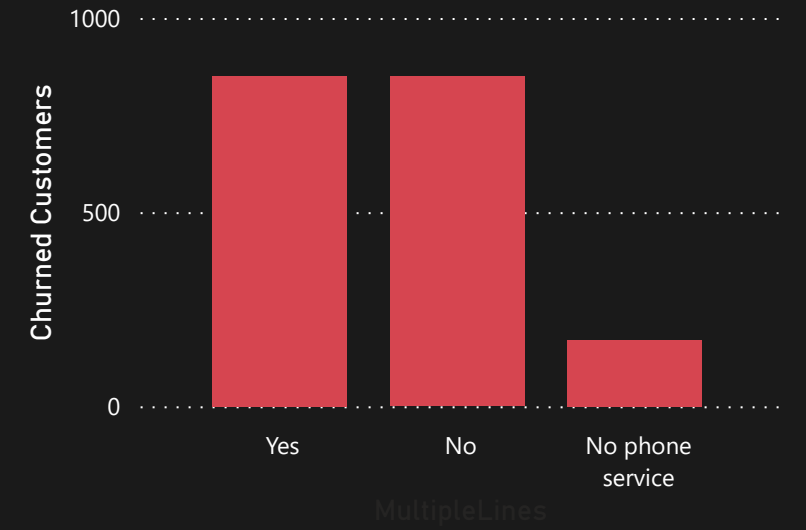
### Churned Customers by Gender



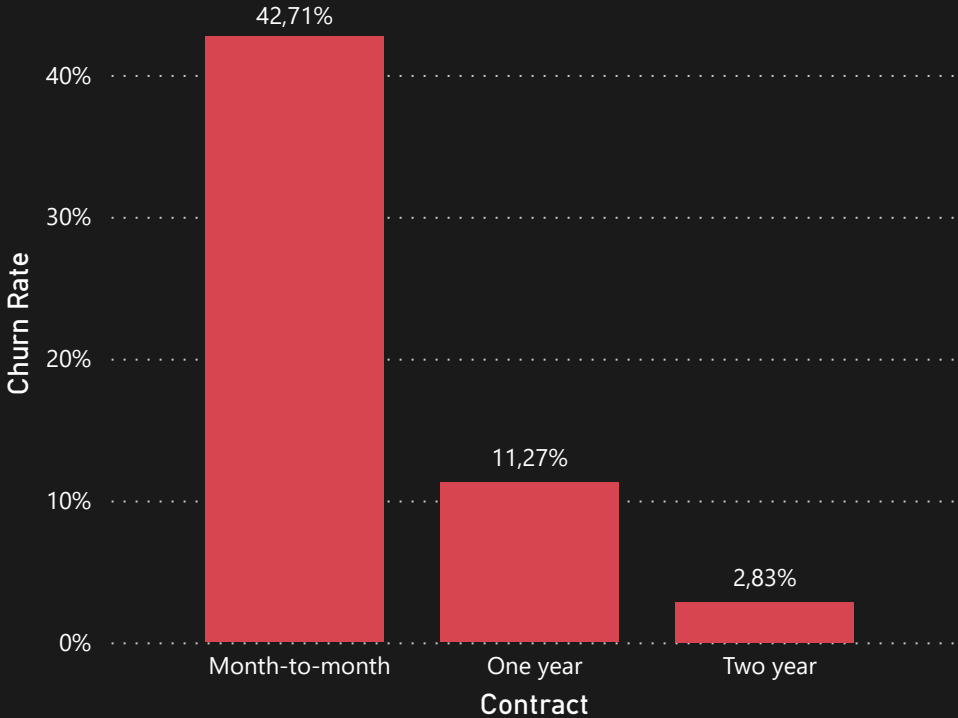
### Churn Rate by Tenure (bins)



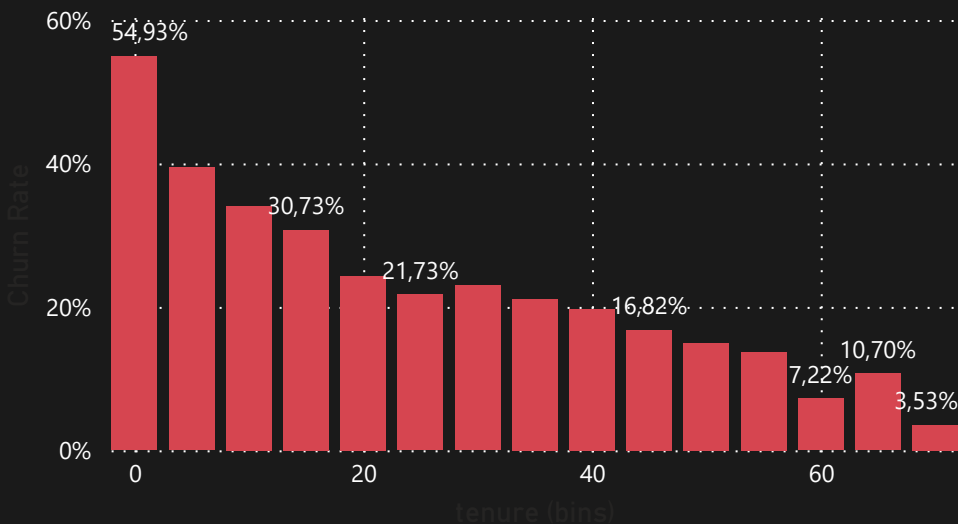
### Churned Customers with Multiple Lines



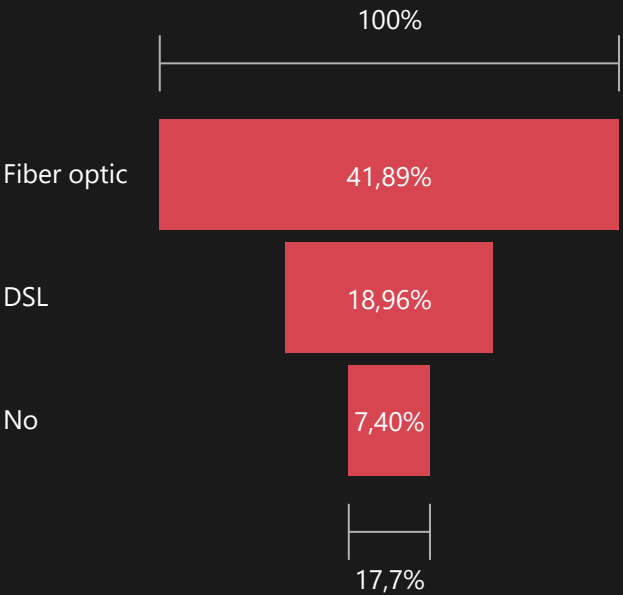
Churn Rate by Contract



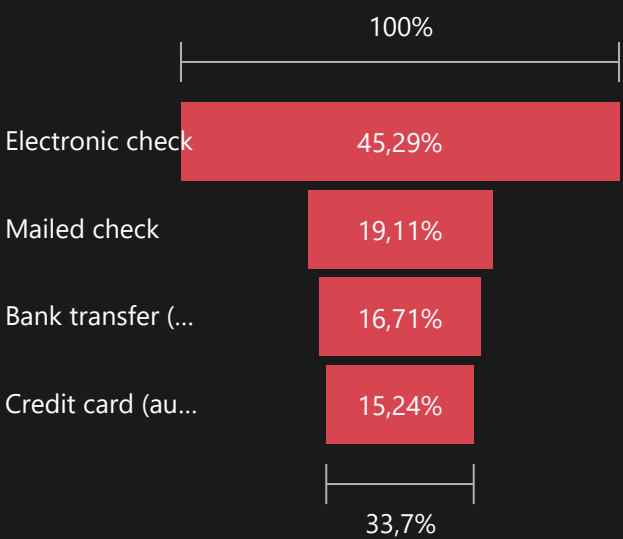
Churn Rate by Tenure (bins)



Churn Rate by Contract and Internet Service



Churn Rate by Payment Method



2955

Tech Tickets Total

2173

Tech Tickets Churned

1,16

Churn Average Tech Tickets

0,15

No Churn Average Tech Tickets

Possible Churn Customers %

- 90,90% Phone Services %
- 69% Fiber optic Connection %
- 43,77% Movie Streaming %
- 43,55% TV Streaming %
- 29,16% Device Protection %
- 27,98% Online Backup %
- 25% DSL Connection %
- 16,59% Tech Support %
- 15,78% Online Security %