Welcome

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 years contracts by 5% each

3)Yearly increase of automatic payment by 5%

Churn Dashboard

- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

- Internet Service
- Type of Contract
- Payment Method

Churn Dashboard

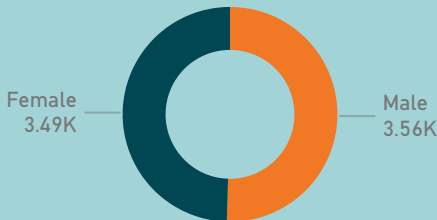| Cutomers at Risk	No. of Tech Tickets	No. of Admin Tickets	Yearly Charges	Yearly Charges
7043	2955	3632	16.06M	456.12K

Demographics

Gender by gender

Female 3.49K

Male 3.56K

25% Senior Citizen

36% Partner

17% % of Depen...

Subscription Time

< 1 Years	29.38%
< 6 Years	21.06%
< 2 Years	14.87%
< 3 Years	12.44%
< 5 Years	11.64%
< 4 Years	10.62%
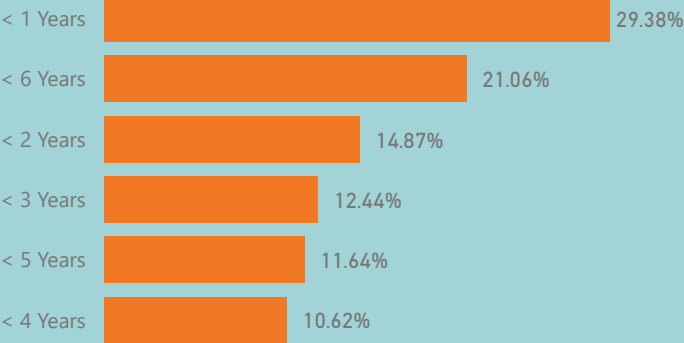
Customer Account

Payment Method

Electronic check	2.4K
Mailed check	1.6K
Bank transfer (a...	1.5K
Credit card (aut...	1.5K

Paper less Billing

No 2.87K

Yes 4.17K

Contract

Month-to-month	3.9K
Two year	1.7K
One year	1.5K

0K 2K 4K
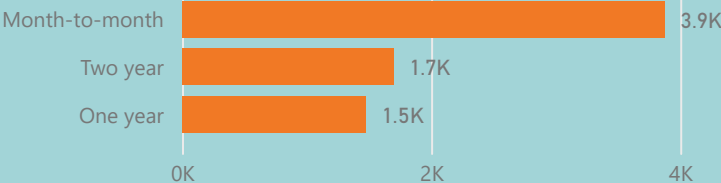
Services Customers Signed Up for

28% Online Backup in %

91% Phone Service in %

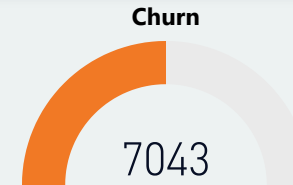**16%** Online security in %

44% streaming Movies i...

Internet Service

No 1.53K

Fiber optic 3.1K

DSL 2.42K

Customer Risk Analysis

Contract Type
- [ ] Month-to-month
- [ ] One year
- [ ] Two year

Risk of Churn
- [ ] No
- [ ] Yes

Internet Service
- [ ] DSL
- [ ] Fiber optic
- [ ] No

Monthly Subscribed

0	72
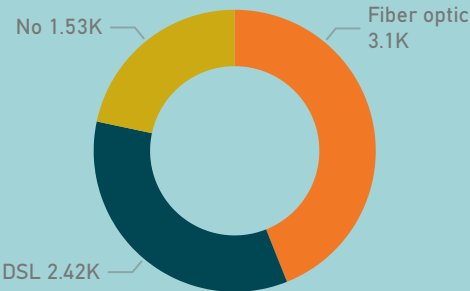
2955

3632

Churn
7043

27%

7043

Churn by Type Of Internal Services

- Fiber optic: 3.1K
- DSL: 2.4K
- No: 1.5K
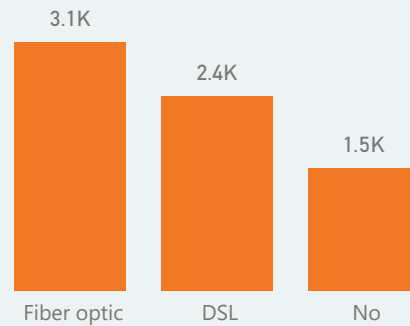
No. of Customers by Internet Services

- 1.53K
- 3.1K
- 2.42K

Sum of Monthly Charges

- 47K
- 102K
- 79K

Type of Contract

● churn rate %   ● Count of customerID

- Month-to-mo...: 3.9K
- One year: 1.5K
- Two year: 1.7K

Years of Contract

● churn rate %   ● Sum of MonthlyCharges

- < 1 Years: 116K
- < 2 Years: 64K
- < 3 Years: 57K
- < 4 Years: 50K
- < 5 Years: 57K
- < 6 Years: 112K
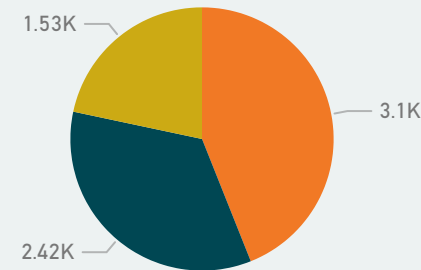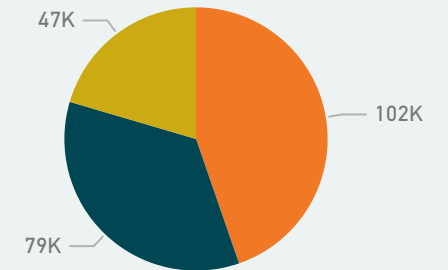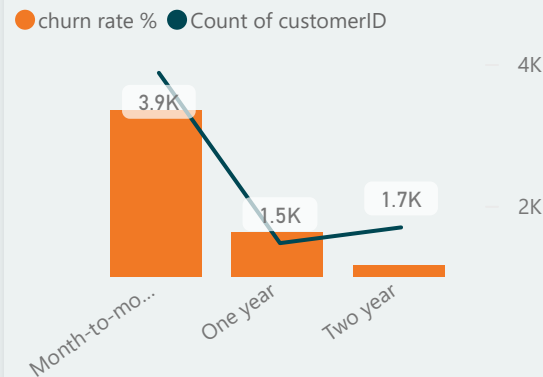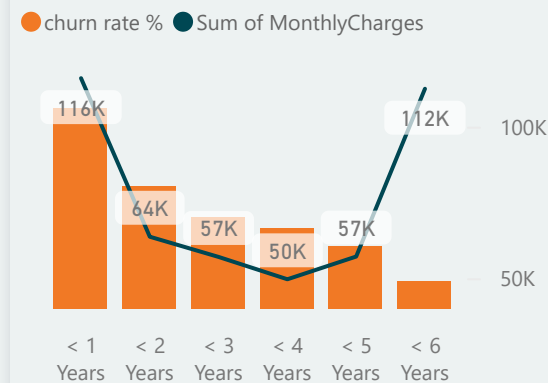
Churn by Payment Method

● churn rate %   ● Sum of MonthlyCharges

- Electronic check: 0.18M
- Mailed check: 0.07M
- Bank transfer (autom...): 0.10M
- Credit card (autom...): 0.10M