Welcome

Key Performance Indicators

- Increase Tech Support Capacity for Fiber Optic customers and lower Tech tickets per customer to 0.5
- Increase sales of 1 and 2 year contract by 5% each
- Yearly increase of automatic payments by 5%

Churn Dashboard

- Demographics
- Customer Account Information
- Services

Customer Risk Analysis

- Internet Services
- Type of Contract
- Payment Method

Churn Dashboard

pwc

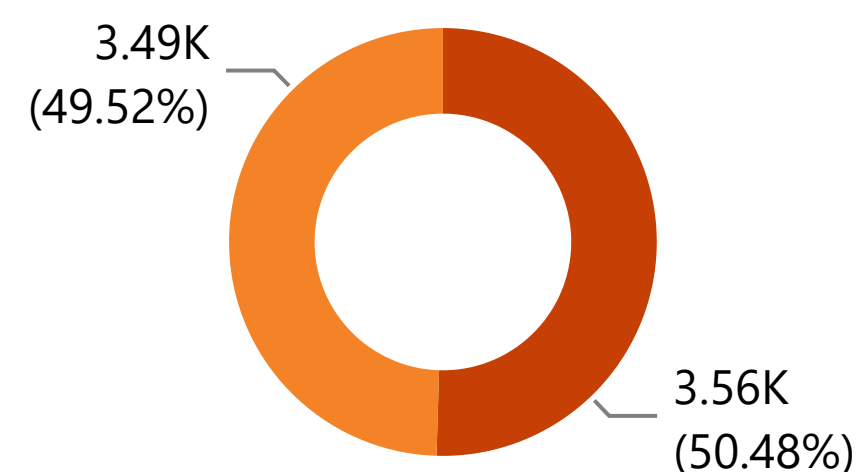| Customers at Risk	# of Tech Tickets	# of Admin Tickets	Yearly Charges	Monthly Charges
1869	2173	885	$2.86M	$139.13K

Demographics

● Male ● Female

3.49K (49.52%)

3.56K (50.48%)

Senior Citizens
25%

Partners
36%

Dependents
17%

Subscription Time

- <1 year — 31.04%
- <6 year — 19.98%
- <2 year — 14.54%
- <3 year — 11.81%
- <5 year — 11.81%
- <4 year — 10.82%

0%   10%   20%   30%
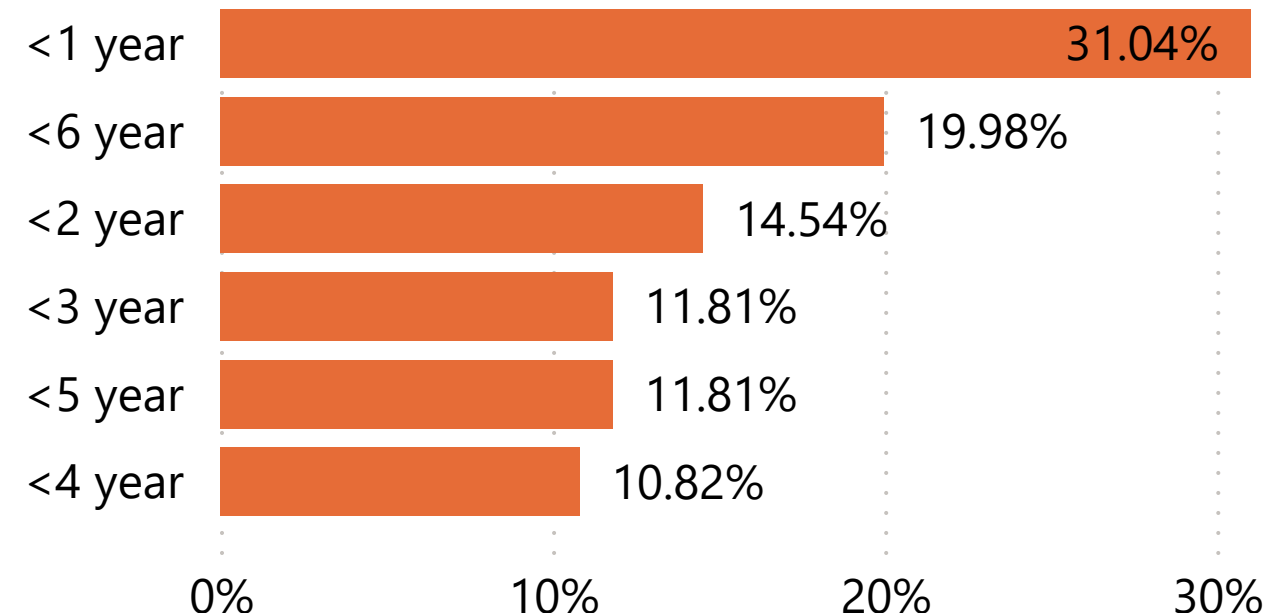
Customer Account information

Payment Method

- Electronic che... — 33.58%
- Mailed check — 22.89%
- Bank transfer ... — 21.92%
- Credit card (a... — 21.61%

0%   20%   40%
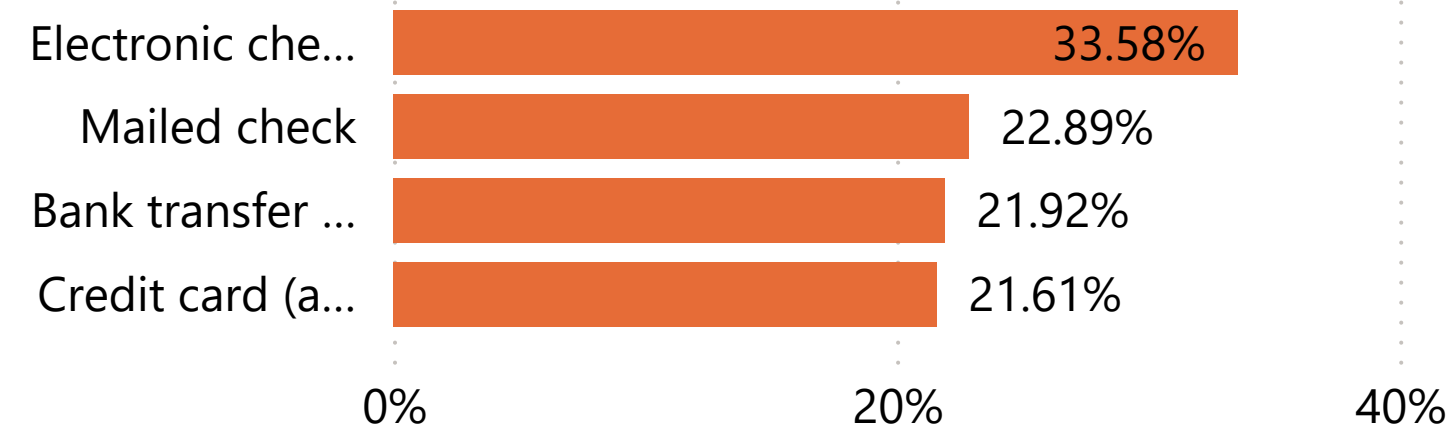
Paperless Billing

● Yes ● No

2.87K (40.7...)

4.17K (59.22%)
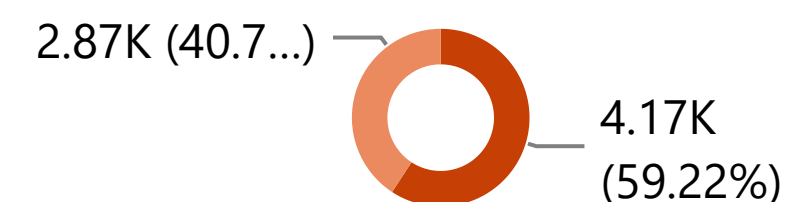
Average Charges

$64.76
Monthly

$2,283.30
Total

Types of Contract

- Month-to-month — 55.02%
- Two year — 24.07%
- One year — 20.91%

Services Customers Signed up for
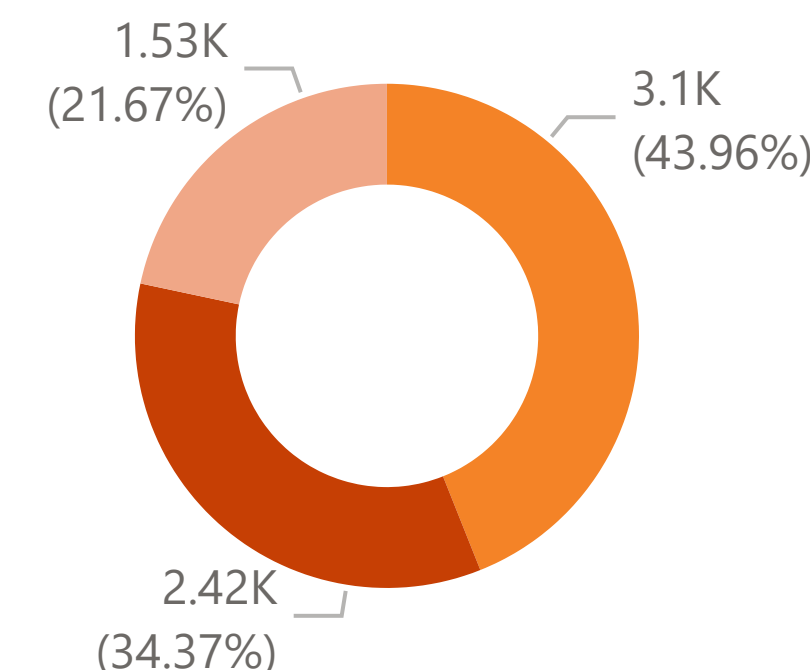
91%
Phone Service

Multiple Lines

Yes   No
50.03%   49.97%

44%
Streaming TV

44%
Streaming Movies

29%
Device protection

28%
Online Backup

17%
Tech Support

16%
Online Security

Internet Service

● Fiber optic ● DSL ● No

1.53K (21.67%)

3.1K (43.96%)

2.42K (34.37%)

Customer Risk Analysis

pwc

7043
Total Customers
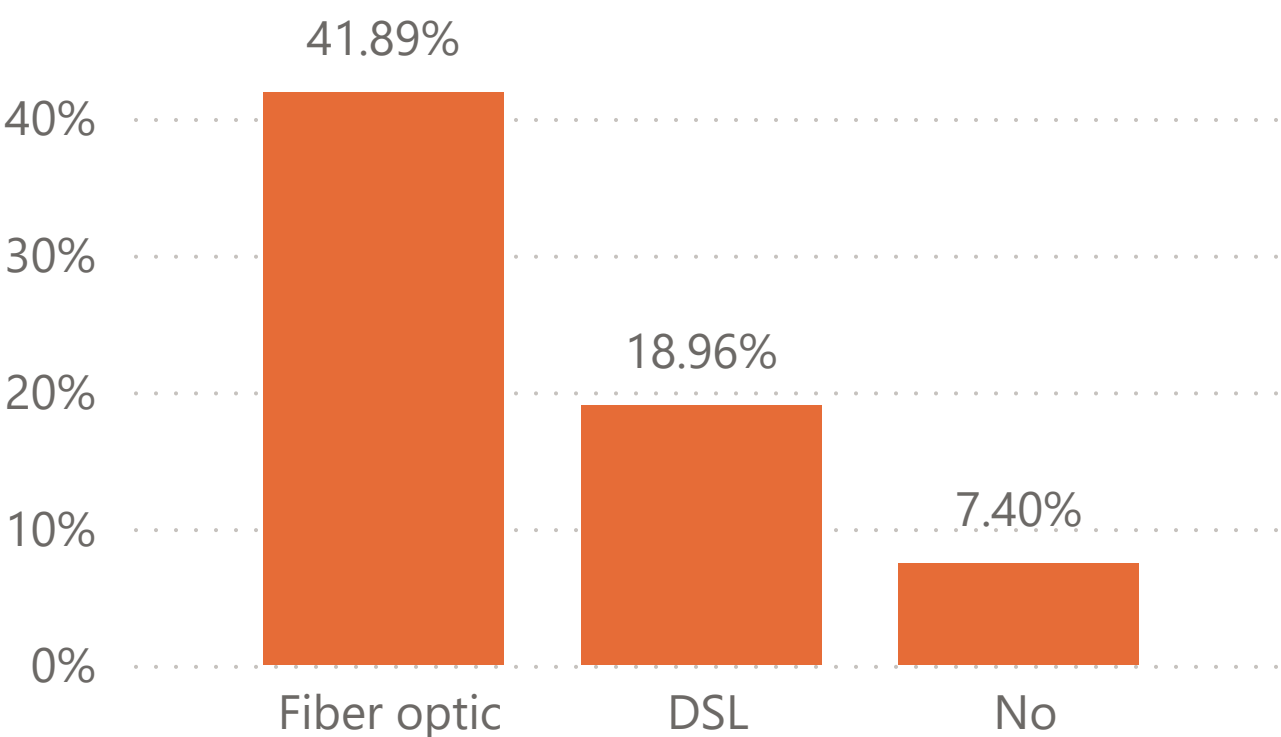
26.54%
Churn Rate %

$16.06M
Yearly Charges

3632
AdminTickets

2955
TechTickets

Churn % by Type of Internet Service
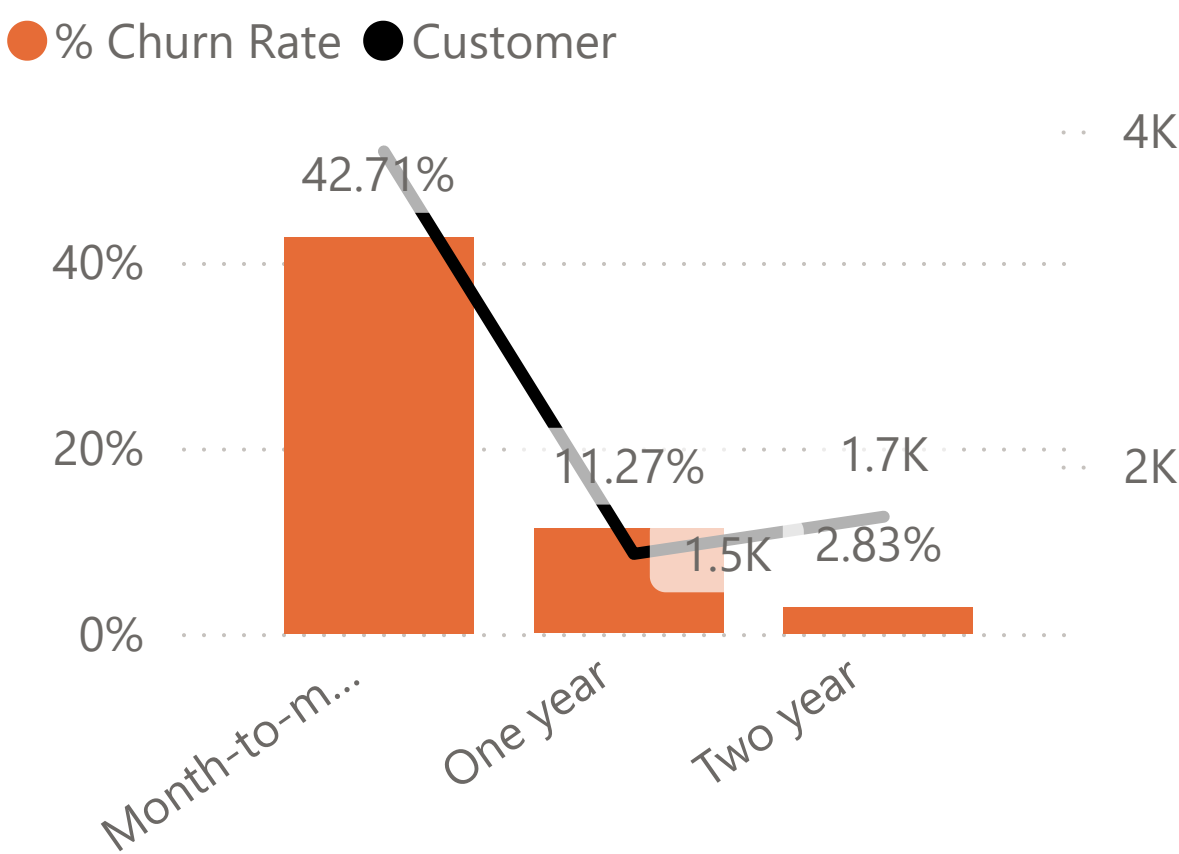
- Fiber optic: 41.89%
- DSL: 18.96%
- No: 7.40%

Customers by Internet Service

- Fiber optic
- DSL
- No
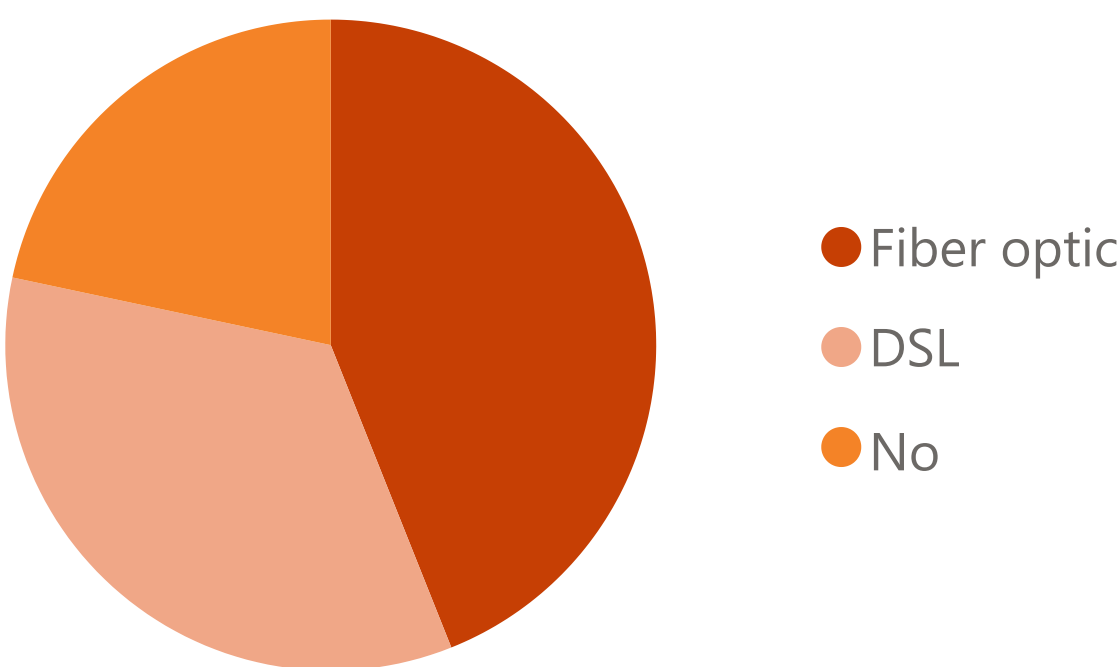
Monthly Charges by Internet Service

- Fiber optic
- DSL
- No

Type Of Contract

● % Churn Rate ● Customer

- Month-to-m...: 42.71%
- One year: 11.27%
- Two year: 2.83%
- 1.7K
- 1.5K

Years Of Contract

● % Churn Rate ● Monthly Charges

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

Churn by Payment Method

● % Churn Rate ● Monthly Charges

- Electronic check: 45.29% / $0.18M
- Mailed check: 19.11% / $0.07M
- Bank transfer (autom...): 16.71% / $0.10M
- Credit card (autom...): 15.24% / $0.10M