WELCOME

Key Performance Indicators	Churn Dash Board Analysis	Customer risk analysis
• Increase tech support capacity for fibre optic customers and lower tech tickets to 0.5%. • Increase sale of 1 and 2 year contract by 5% each. • Yearly increase of automatic payment by 5%	• Demographics • Customer account information • Service customers signed for	• Internet service • type of contract • Payment method

CHURN DASHBOARD

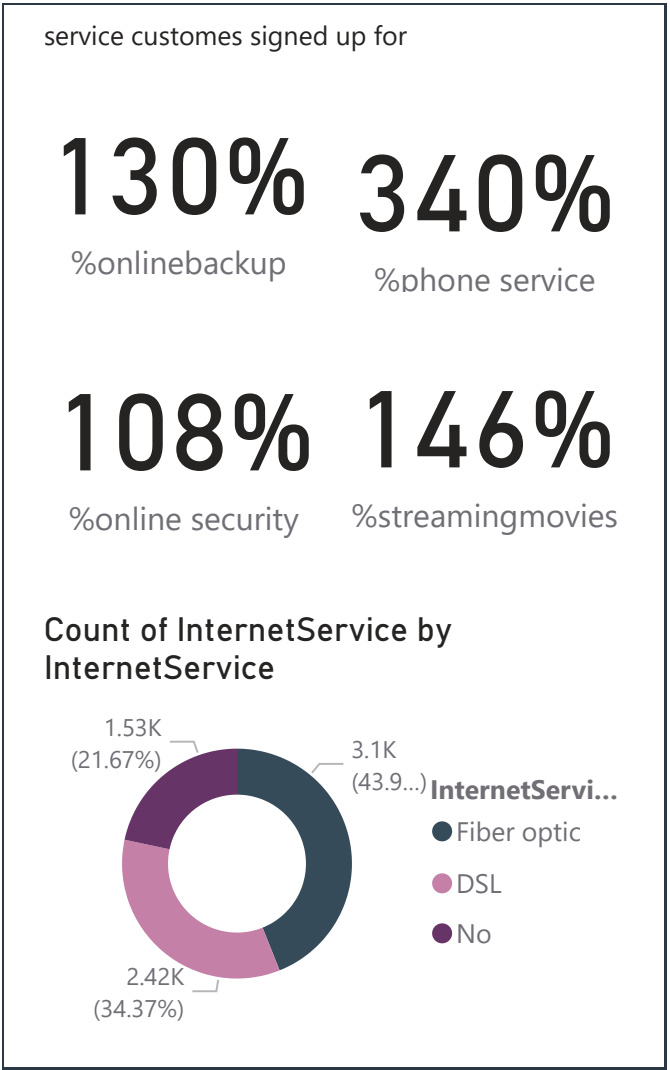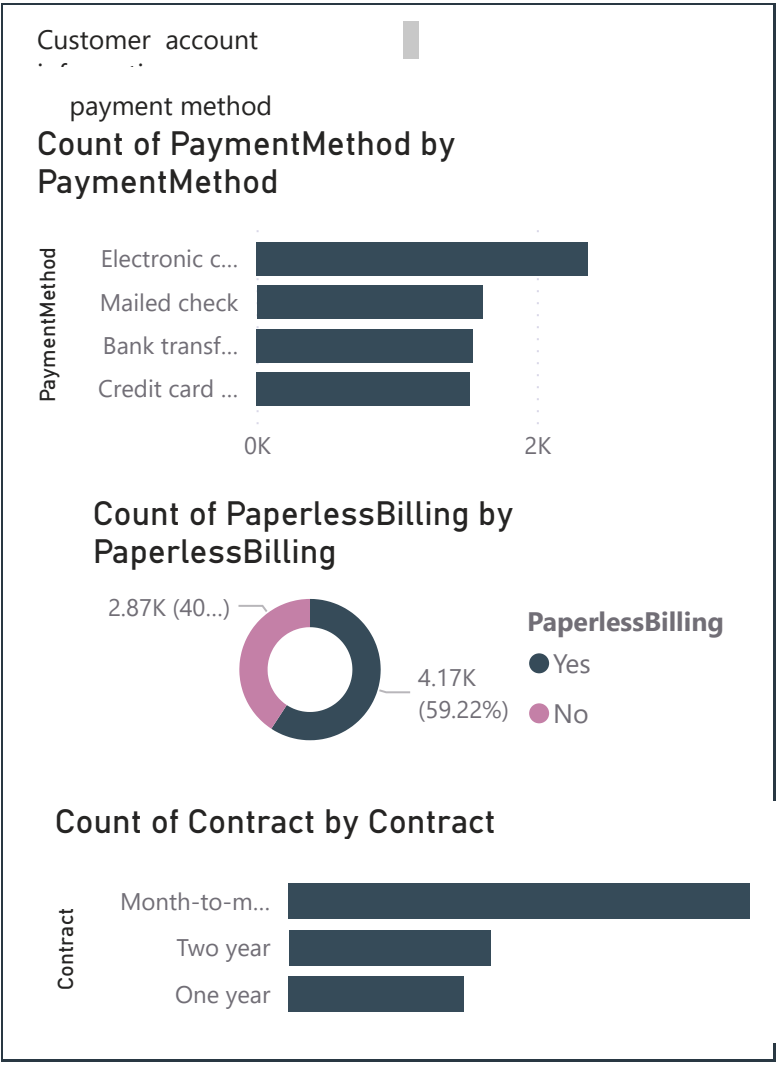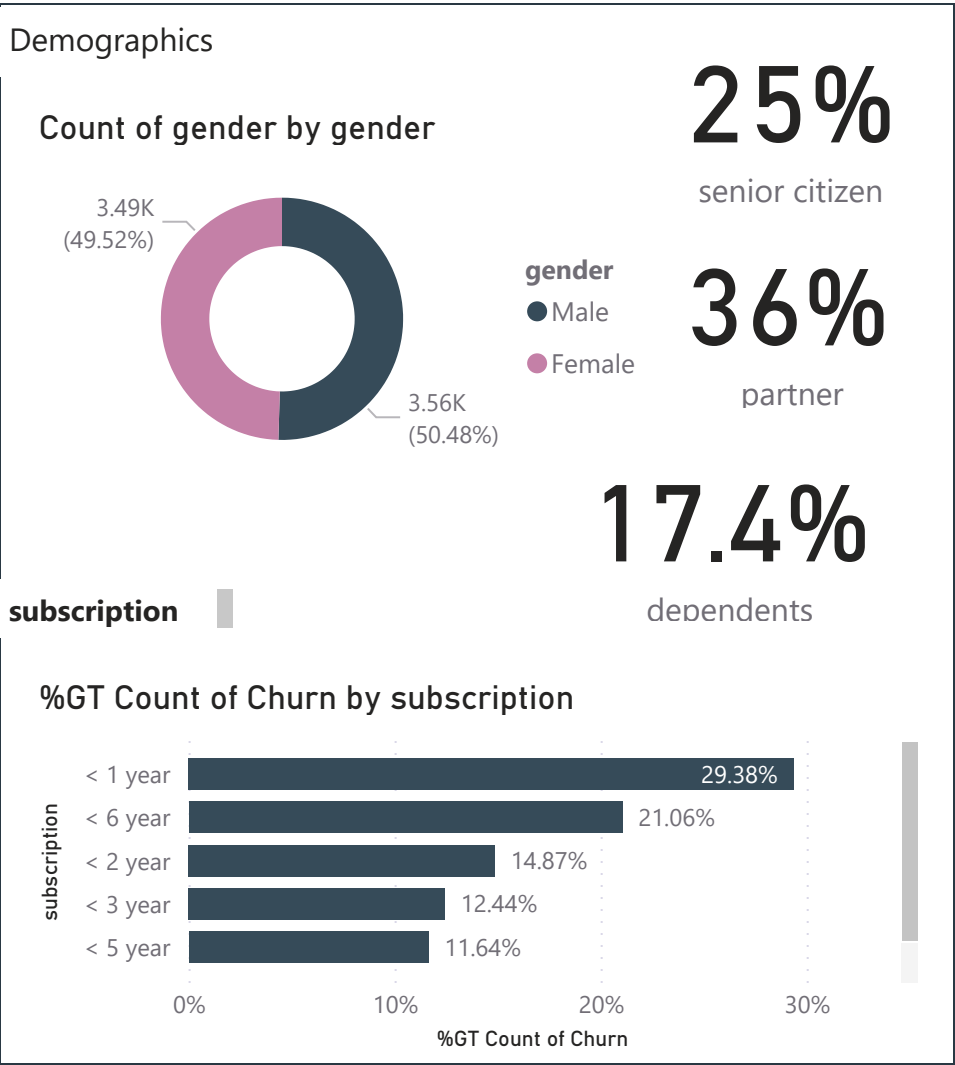| customer at risk	No of tech tickets	No of admin tickets	yearly charges	Monthly charges
7043	**2955**	**3632**	**16.06M**	**456.12K**

Demographics

Count of gender by gender

3.49K (49.52%)

3.56K (50.48%)

gender
- ● Male
- ● Female

25% senior citizen

36% partner

17.4% dependents

subscription

%GT Count of Churn by subscription

- < 1 year — 29.38%
- < 6 year — 21.06%
- < 2 year — 14.87%
- < 3 year — 12.44%
- < 5 year — 11.64%

%GT Count of Churn

Customer account information

payment method
Count of PaymentMethod by PaymentMethod

- Electronic c...
- Mailed check
- Bank transf...
- Credit card ...

0K — 2K

Count of PaperlessBilling by PaperlessBilling

2.87K (40...)

4.17K (59.22%)

PaperlessBilling
- ● Yes
- ● No

Count of Contract by Contract

- Month-to-m...
- Two year
- One year

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service customes signed up for

130% %onlinebackup

340% %phone service

108% %online security

146% %streamingmovies

Count of InternetService by InternetService

1.53K (21.67%)

3.1K (43.9...)

2.42K (34.37%)

InternetServi...
- ● Fiber optic
- ● DSL
- ● No

Customer risk Analysis

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

Churn
- [ ] No
- [ ] Yes

InternetService
- [ ] DSL
- [ ] Fiber optic
- [ ] No

| 0 | 72 |

2955
Sum of numTechTickets

3632
Sum of numAdminTic...
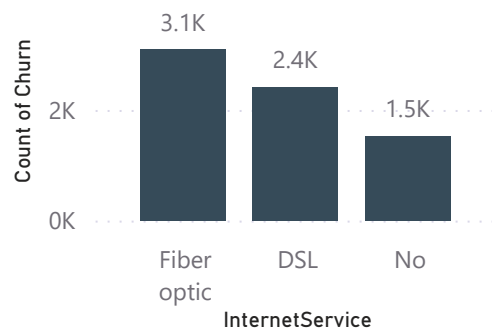
Count of customerID

0.00K   7043   14.09K
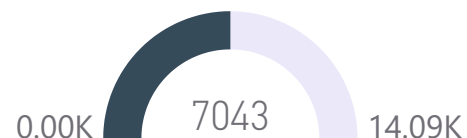
27%
churn rate

7043
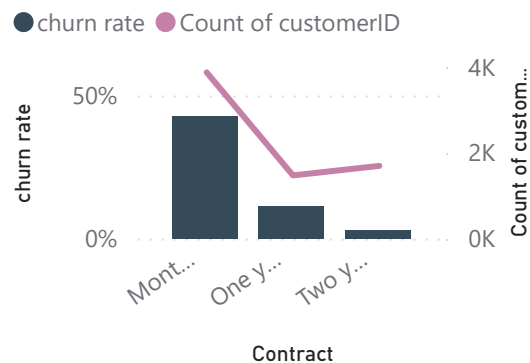Count of Churn

Count of Churn by InternetService

- Fiber optic: 3.1K
- DSL: 2.4K
- No: 1.5K

Count of customerID by InternetService

- 3.1K (43....)
- 1.5... (...)
- 2.42K (3...)

Internet...
- ● Fiber ...
- ● DSL
- ● No
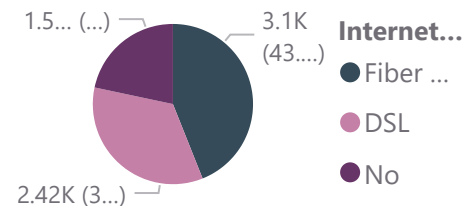
Sum of tenure by InternetService

- 102K (44....)
- 47K (...)
- 79K (3...)

Internet...
- ● Fiber ...
- ● DSL
- ● No
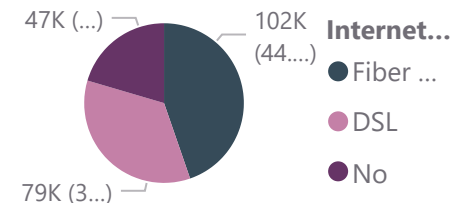
churn rate and Count of customerID by Contract

- ● churn rate   ● Count of customerID

churn rate and Sum of MonthlyCharges by subscription

- ● churn rate   ● Sum of MonthlyCharges
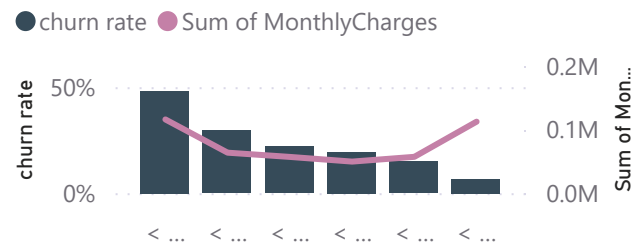
churn rate and Sum of MonthlyCharges by PaymentMethod

- ● churn rate   ● Sum of MonthlyCharges