pwc

Key Performance Indicators
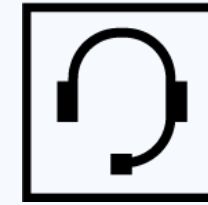
1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5

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 Board Dash Board

1869
Customers at risk
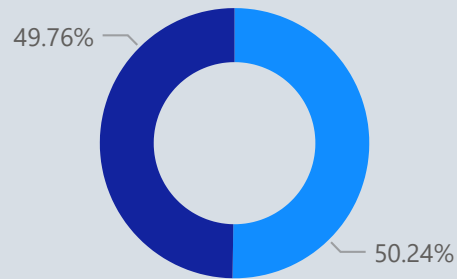
2173
# of Tech Ticket

139.13K
Monthly charges

2.86M
Monthly Charges

885
# of Admin Ticket

Demographics

● Female ● Male

49.76%

50.24%

25%
Senior Citizen

36%
Partner

17%
Dependents

Subscription time

< 1 Year	53%
< 2 Years	17%
< 3 Years	10%
< 4 Years	8%
< 5 Years	7%
< 6 Years	5%
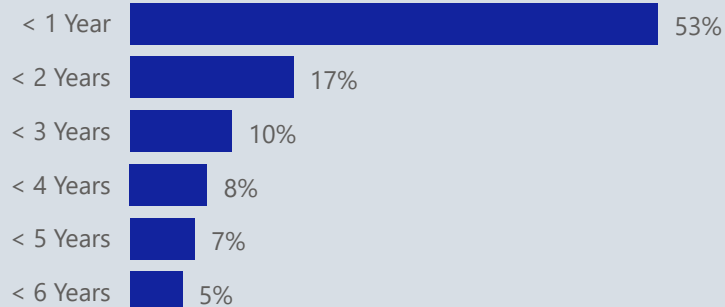
Customer Account Information

Payment Method

Electronic check	57%
Mailed check	16%
Bank transfer (...	14%
Credit card (au...	12%
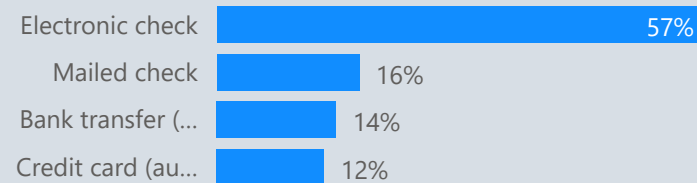
Paperless Billing

25.09%

74.91%

● Yes
● No
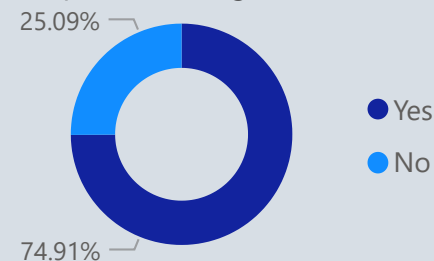
Average charges

1,531.80
Yearly charges

74.44
Monthly charges

Payment Method

Month-to-m...	89%
One year	9%
Two year	3%
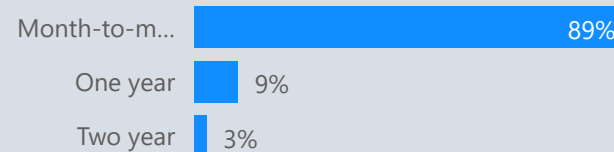
Services customers signed up

29%
Device Protection

28%
Online Backup

16%
Online Security

91%
Phone Service

44%
Streaming Movies

44%
Streaming TV

17%
Technical Support

Multiple Lines

No	Yes
50.0%	50.03%

6.05%

24....

69.4%

● Fiber optic ● DSL ● No
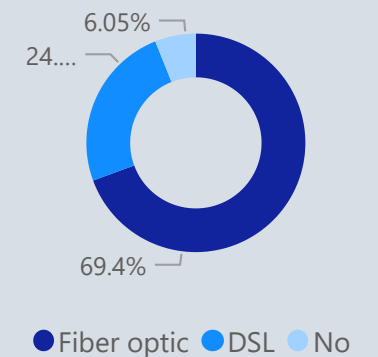
Customer Risk Analysis
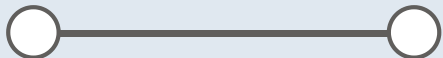
Risk of churn
- Select all
- No
- Yes

Internet Service
- Select all
- DSL
- Fiber optic
- No

Contract Type
- Select all
- Month-to-month
- One year
- Two year

Months Subscribe

0	72

Churn

7043
Number of Customers
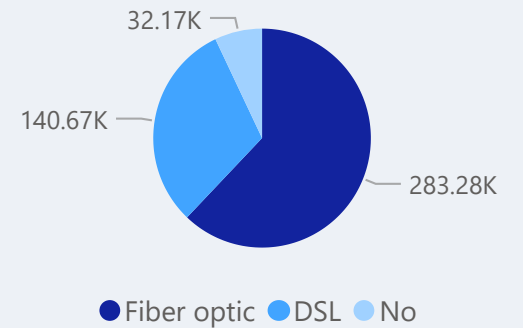
16.06M
TotalCharges

26.54%
Churn Rate

1869
0 — 7043
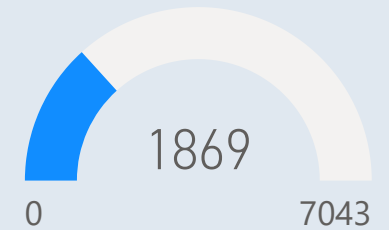
churn rate % by Churn by type of service
churn rate %
50%
0%
Fiber optic | DSL | No
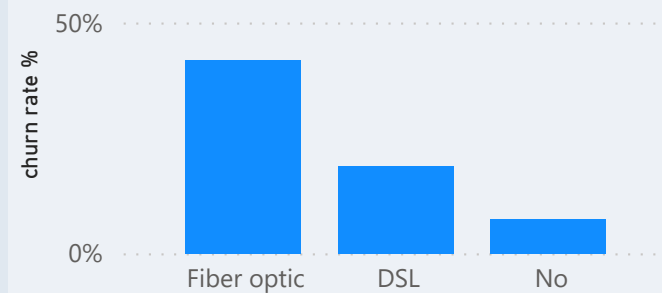
of customer by internet services
1.53K
3.1K
2.42K
● Fiber optic ● DSL ● No

Sum of monthly charges
32.17K
140.67K
283.28K
● Fiber optic ● DSL ● No

Type of Contract
● Churn ● Count of Customers
Churn
50%
0%
Count of Custom...
4K
2K
0K
Month-t... | One year | Two year

Year of Contract
● Churn rate ● Customer Count
Churn rate
50%
0%
Customer Count
2K
0K
< 1 Year | < 2 Years | < 3 Years | < 4 Years | < 5 Years | < 6 Years

Churn by payment method
● Churn rate ● MonthlyCharges
Churn rate
50%
0%
MonthlyCharges
0.2M
0.1M
0.0M
Electroni... | Mailed c... | Bank tra... | Credit ca...