

Dear Retention Manager,

I hope this email finds you well. I have analyzed the data and gained some insights into our customer base that I believe could be useful for the retention department.

Firstly, we have observed that about 16% of our customers are senior citizens, while the larger population comprises youths and working-class individuals. Additionally, about 70% of our customers have no dependents. This information could be used to tailor our marketing campaigns to target specific age groups and demographics.

Furthermore, we have found that customers with longer contract types have a lower churn rate, with the 2-year contract having the least number of churns, followed by the 1-year contract. In contrast, month-to-month contracts have the highest churn rate, constituting about 88% of the total churn. Therefore, I suggest that we offer discounts and incentives to customers who opt for longer-term contracts to increase their tenure with the company.

Additionally, we have found that customers whose monthly charges exceed the average monthly charge of \$65 tend to have a higher churn rate than those with charges below the average. To combat this, we could offer discounts to customers on long-term contract plans with charges above the average, as this would increase the likelihood of customer retention.

Lastly, we recommend encouraging customers to use credit cards for transactions, as this could be beneficial for the company. We could offer small discounts to customers who use credit cards for payments to attract more users of their credit cards.

I hope that these suggestions will be useful to the retention department, and I look forward to seeing the positive impact they will have on our customer retention efforts.

Best regards,

Alberta Adu.