**Findings from the Churn Dashboard:**

1. **Overall Customer Risk:**

* There are **7,043 customers at risk**, which is a significant number and indicates potential issues in service or customer satisfaction.
* The company has **$16.06M** in yearly charges, showing high revenue potential but also a risk if customers churn.

1. **Support Ticket Analysis:**

* **2,955 tech tickets** and **3,632 admin tickets** suggest that customers might be facing technical and administrative issues, potentially contributing to churn.

1. **Demographics:**

* Gender distribution is nearly equal: **Male (50.48%) and Female (49.52%)**, indicating no major gender-based churn trends.
* Customer segments include **25% senior citizens, 36% partners, and 17% dependents**, which could be targeted differently for retention strategies.

1. **Internet Service Breakdown:**

* The majority of customers use **Fiber optic (43.96%)**, followed by **DSL (34.37%)**, while **21.67% have no internet service**, which could be an opportunity for upselling.

1. **Contract Type:**

* Most customers have **month-to-month contracts (55.02%)**, which is a high churn risk compared to **one-year (20.91%) and two-year (24.07%)** contracts.
* The high proportion of short-term contracts suggests a need to incentivize longer contracts for better retention.

1. **Subscription Time Distribution:**

* The highest churn risk comes from customers subscribed for **less than 1 year (2,069 customers)**.
* Customers with longer subscriptions (6 years, 1,483) seem more stable.
* The drop-off rate beyond 2 years is significant, highlighting the need to engage customers earlier.

1. **Add-on Services Usage:**

* Popular services: **TV Streaming (44%)**, **Device Protection (29%)**, and **Online Backup (28%)**, indicating these features are valued by customers.
* Low adoption of **Online Security (16%)**, which may require better marketing or bundling options.

1. **Payment Methods:**

* Most customers prefer **Electronic payments (2.4K)**, while other methods like mailed checks, bank transfers, and credit cards have similar usage (~1.5K each).
* Offering discounts or incentives for automatic electronic payments could improve retention.

**Suggestions for Improvement:**

1. **Reduce Churn Risk:**

* Implement loyalty programs or incentives to convert month-to-month customers to yearly plans.
* Conduct targeted outreach to high-risk groups, especially customers with subscriptions under 1 year.

1. **Customer Support Optimization:**

* Analyze tech and admin ticket trends to improve service efficiency and reduce complaints.
* Consider proactive support strategies to address recurring issues.

1. **Service Upselling Opportunities:**

* Target the 21.67% of customers without internet service with attractive bundles.
* Promote underutilized services like online security to increase adoption.

1. **Customer Engagement Strategies:**

* Introduce early engagement campaigns to retain customers beyond the first year.
* Personalized retention strategies based on demographics (e.g., senior citizens might benefit from different communication styles).

1. **Payment Incentives:**

* Promote electronic payment options with discounts or rewards to encourage automated renewals and reduce churn risk.