Subject: Analysis of High Customer Churn Rate and Recommendations

Dear Janet (PhoneNow),

I hope this message finds you well. I am writing to share the findings from our recent analysis of customer churn rates and to provide suggestions for mitigating this issue.

**Key Findings:**

1.High Monthly and Total Charges:

* Customers with higher monthly and total charges exhibit a significantly higher churn rate.

2. Month-to-Month Plans:

* There is an increasing churn rate among customers on month-to-month plans compared to those with longer-term contracts.

3. Payment Method:

* Customers who use electronic checks as their payment method have a notably higher churn rate.

4. Internet Service Type:

* The churn rate is higher among customers using fiber optic internet service, particularly among senior citizens.

5. Senior Citizens:

* Senior citizens show a higher likelihood of churning, which suggests potential dissatisfaction or a mismatch with their needs.

6. Additional Services and Features:

The usage of additional services among churned customers is as follows:

* Device Protection: 545 out of 1,877
* Online Security: 295 out of 1,724
* Online Backup: 523 out of 1,906
* Streaming TV: 814 out of 1,893
* Streaming Movies: 818 out of 1,914

The total number of customers with churn is 1,869, compared to 5,174 who have not churned.

Recommendations:

1. Review Pricing Structure:

* Consider revising the pricing for month-to-month plans to make them more competitive and attractive.
* Offer discounts or incentives for customers on higher monthly and total charges to retain them.

2. Enhance Payment Options:

* Encourage customers to switch from electronic checks to more stable payment methods by offering discounts or benefits.

3. Improve Service for Senior Citizens:

* Tailor services and support specifically for senior citizens, perhaps introducing senior-friendly packages or providing additional support to help them navigate fiber optic services.

4. Promote Long-Term Contracts:

* Incentivize customers to switch from month-to-month plans to longer-term contracts by offering better deals and lower rates for commitment.

5. Strengthen Additional Services:

* Increase the value proposition of additional services such as device protection, online security, and backup services by bundling them at a discounted rate or enhancing their features.

Implementing these changes could help reduce the churn rate significantly and improve overall customer satisfaction. I look forward to discussing these suggestions further and exploring actionable strategies to address these issues.

Best regards,

Raja Prabhu David

Data Accelerator