**TO:** **Janet (Phone Now)**

**Subject:** Findings and Recommendations on Customer Churn Analysis

Dear **Janet**

**Retentions Manager,**

I hope you are doing well. I have conducted an in-depth analysis of customer churn, and here are my key findings and recommendations:

**Key Findings:**

1. **High Churn in Month-to-Month Contracts:**

* 68.55% of churned customers are on month-to-month contracts, with 55% leaving within the first year.

1. **Payment Method Impact:**
   * Customers using electronic checks show the highest churn rate (57%), compared to other payment methods.
2. **Internet Service Correlation:**
   * Fiber optic users contribute to the highest churn rate (~40%), accounting for 3.1K customers.
3. **Paperless Billing:**
   * 75% of churned customers use paperless billing, highlighting a potential area for improvement.
4. **Service Bundle Effect:**
   * 91% of churned customers have phone service, with multiple lines (49.97%) and streaming services (44%) also contributing to increased churn.

**Recommendations:**

1. **Promote Long-Term Contracts:**
   * Offer discounts or exclusive benefits to encourage customers to shift from month-to-month to annual plans.
2. **Optimize Payment Methods:**
   * Incentivize customers to adopt automated payment methods to reduce churn from electronic checks.
3. **Enhance Fiber Optic Customer Support:**
   * Investigate service issues for Fiber optic users and improve customer satisfaction strategies.
4. **Improve Paperless Billing:**
   * Enhance the paperless billing experience through better communication and user-friendly processes.
5. **Implement Targeted Retention Programs:**
   * Design retention programs tailored to customers with specific service bundles and high churn risk.

I am happy to discuss these findings further or assist with the implementation of these strategies.

**Best regards,**

**Shivanand Satyappa Nashi**  
**Data Analyst**  
📧 <Shivanandnashi97@gmail.com>  
📞 7975156114