QUERY 1

**Tailoring Personalized Offers:**

1. **High Monthly Charges with One-Year Contracts**:
   * **Customers (53 Male, 31 Male, 51 Male)**: These customers have high average monthly charges and are on one-year contracts.
     + **Personalized Offer**: Offer **discounts or incentives** for renewing their contract to a **two-year plan**. Highlight long-term savings and possibly include a **bundled service** such as faster internet or additional services.
2. **Month-to-Month Contract with High Charges**:
   * **Customer (76 Female)**: This customer has a month-to-month contract with high charges.
     + **Personalized Offer**: Offer a **discounted long-term contract** (e.g., a one-year or two-year plan) to reduce the monthly rate and avoid churn. Focus on **senior-specific plans** that offer simplicity and ease of use.
3. **Two-Year Contract with High Charges**:
   * **Customer (25 Male)**: A younger customer with a two-year contract and high monthly charges.
     + **Personalized Offer**: Provide **tech-focused add-ons** like streaming services or discounts on additional services (e.g., mobile, streaming) to increase perceived value and **enhance loyalty**. Highlight the long-term benefits of staying with the current contract.

**General Strategy for Improvement:**

* **Age-Based Offers**:
  + Younger customers (e.g., the 25-year-old male) are more likely to value **tech upgrades**, streaming, or gaming packages. Offering discounts on these services or bundling them with current plans may encourage retention.
  + Older customers (e.g., the 76-year-old female) might prefer **simplified service plans** with less hassle and more customer service support.
* **Gender-Specific Offers**:
  + There is no drastic difference in gender-based needs here, but personalized communication and product messaging can be tuned based on gender preferences. For example, targeted advertising or customer outreach can use different value propositions.

QUERY 2

**Key Insights:**

* **Competitor-related reasons** are common, especially in terms of **devices**, **download speeds**, and **data availability**.
* One customer expressed **product dissatisfaction**, which could indicate issues with the actual services or offerings.
* There's one instance where the customer is unsure about the reason for their churn ("Don't know").

**Potential Actions:**

* **Competitive Analysis**: It's important to assess competitors' strengths, especially in device quality, data packages, and download speeds, to make more competitive offers.
* **Customer Feedback**: Regularly gathering detailed feedback from customers could help pinpoint dissatisfaction and improve retention.
* **Targeted Offers**: For customers under contracts like "One Year" or "Two Year," creating better upgrade or renewal options could address competitor-related churn causes.

**Competitive Analysis: Addressing Churn Due to Competitors**

Based on the feedback from churned customers in **Query 2**, it seems that several customers left due to perceived advantages from competitors, such as better devices, faster download speeds, or larger data offerings. Here are a few areas where you could dive deeper to address this:

**1. Device Offerings (Feedback: "Competitor had better devices")**

* **Invest in device partnerships**: Ensure that the devices offered by your company are competitive in terms of both quality and features. Consider partnerships with popular manufacturers to offer exclusive devices or upgrades.
* **Offer device upgrades or trade-in options**: Providing customers with the opportunity to upgrade their devices mid-contract or offering trade-in options could reduce churn.
* **Device comparison marketing**: Provide customers with transparent comparisons between your devices and those of competitors, highlighting the strengths of your offerings.

**2. Faster Download Speeds (Feedback: "Competitor offered higher download speeds")**

* **Speed testing and improvement**: Conduct internal assessments of your download speeds and identify areas for improvement, especially in regions where competitors are outperforming.
* **Tiered internet packages**: Offer competitive pricing for higher-speed packages or promotions, especially targeting users who need faster internet (e.g., for streaming or gaming).
* **Communicate improvements**: Regularly update customers on network upgrades or speed improvements to keep them informed about how your service is evolving.

**3. Data Offerings (Feedback: "Competitor offered more data")**

* **Competitive data packages**: Reassess the data packages offered, especially for month-to-month customers who may prefer flexible or larger data plans.
* **Unlimited data options**: Promote unlimited data plans more aggressively or offer promotional deals to attract users concerned about data limits.
* **Usage monitoring tools**: Provide customers with tools to monitor and optimize their data usage, potentially highlighting how your plans offer the best value for their needs.

**4. Product Dissatisfaction**

* **Service improvements**: Investigate common pain points that are leading to product dissatisfaction. These could be related to service quality (e.g., outages, customer support) or the actual product features.
* **Customer surveys**: Conduct follow-up surveys with customers who express dissatisfaction to better understand their grievances and offer personalized solutions before they churn.
* **Loyalty programs**: Offer loyalty rewards or satisfaction guarantees to help retain customers who are unhappy but undecided about leaving.

**Recommendations for Personalized Offers**

To mitigate churn, you can create **personalized retention offers** for customers identified at risk of leaving based on their **contract type**, **age**, and **feedback**. Here are a few ideas:

1. **Targeted Device Upgrades**:
   * For customers who churn due to device issues, offer **discounted or free device upgrades**.
   * **Age-based personalization**: Younger customers may prefer cutting-edge devices, while older customers might prioritize simplicity and functionality.
2. **Customized Data or Speed Plans**:
   * Tailor **high-speed internet packages** or **unlimited data plans** to customers who mention download speeds or data as reasons for leaving.
   * **Contract-based**: Offer special promotions on extended contracts (e.g., for One-Year and Two-Year customers) with competitive data and speed packages.
3. **Service Improvement Initiatives**:
   * For customers who express **product dissatisfaction**, offer a **satisfaction guarantee** or a personalized consultation with customer support.
   * Include **free months of service** or **discounts on premium support services** to improve satisfaction.

**Personalized Retention Plan**

Based on the feedback from churned customers, we can develop a retention plan targeting specific areas of concern: device offerings, download speeds, data packages, and overall product dissatisfaction. Here's a structured approach to implement personalized offers:

**1. For Customers Concerned About Device Quality**

* **Offer Personalized Device Upgrades**:
  + **Discounted Upgrades**: Provide a limited-time offer for a discounted upgrade to the latest device models.
  + **Trade-In Program**: Implement a trade-in program where customers can exchange their old devices for credit towards a new device.
  + **Exclusive Early Access**: Give churn-risk customers early access to new devices or exclusive models.

**2. For Customers Leaving Due to Download Speeds**

* **Customized Speed Plans**:
  + **Free Speed Upgrade for a Limited Time**: Offer a complimentary upgrade to the next tier of service for three months.
  + **Enhanced Service Packages**: Create promotional packages that include faster speeds and value-added services (like streaming subscriptions) at a competitive price.
  + **Speed Guarantee**: Provide a guarantee on internet speeds, with refunds if the service falls below a specified threshold.

**3. For Customers Seeking More Data**

* **Flexible Data Packages**:
  + **Promotional Unlimited Data Plans**: Offer promotional unlimited data options for a limited period, especially for month-to-month customers.
  + **Family Plans**: Create family plans that allow for shared data at a discounted rate, appealing to customers with dependents.
  + **Loyalty Bonuses**: Implement loyalty bonuses where customers earn additional data for staying with the service over time.

**4. For Customers with Product Dissatisfaction**

* **Customer Feedback Follow-Ups**:
  + **Personalized Follow-Up Calls**: Reach out to churned customers who expressed dissatisfaction to understand their issues and propose tailored solutions.
  + **Satisfaction Guarantee**: Offer a “satisfaction guarantee” where customers can cancel without penalty if they are not satisfied after trying your service for a month.
  + **Special Customer Support**: Provide a dedicated support line for customers who have expressed dissatisfaction, ensuring they have direct access to solutions.

**Implementation Steps**

1. **Identify Target Customers**: Use the churn feedback data to identify customers at risk and categorize them based on their feedback.
2. **Create Marketing Campaigns**: Design targeted marketing campaigns highlighting the new offers and personalized options available to these customers.
3. **Train Customer Service Teams**: Ensure that customer service representatives are well-informed about the new offers and can communicate these effectively to customers.
4. **Monitor Outcomes**: Track the response to these offers and measure the retention rates to assess the effectiveness of the personalized strategies.
5. **Continuous Feedback Loop**: Establish a mechanism for continuous feedback to adapt and improve offers based on customer responses and emerging trends.

QUERY 3

**Key Insights:**

1. **Mailed Check**:
   * **Total Customers**: 385
   * **Churned Customers**: 142
   * **Churn Rate**: 36.88%
   * **Observation**: This payment method has the highest churn rate, suggesting that customers using mailed checks may be more dissatisfied or have difficulties related to the payment process.
2. **Bank Withdrawal**:
   * **Total Customers**: 3909
   * **Churned Customers**: 1329
   * **Churn Rate**: 34.00%
   * **Observation**: While the churn rate is slightly lower than that of mailed checks, it's still significant. This indicates potential issues or dissatisfaction with the withdrawal process or the related banking services.
3. **Credit Card**:
   * **Total Customers**: 2749
   * **Churned Customers**: 398
   * **Churn Rate**: 14.48%
   * **Observation**: This payment method has the lowest churn rate, suggesting that customers who use credit cards are generally more satisfied with their payment experience.

**Analysis:**

* **Mailed Check and Bank Withdrawal** have significantly higher churn rates compared to Credit Card payments. This may indicate that customers who prefer these payment methods are experiencing challenges or are less engaged with the service.
* The **Credit Card** option appears to be the most favorable, possibly due to its convenience and the perception of security it provides.

**Recommendations:**

1. **Address Issues with Mailed Checks**:
   * Consider analyzing customer feedback specifically related to this payment method. Offer incentives to switch to more reliable methods, such as discounts for customers who switch from mailed checks to electronic payments.
2. **Improve Bank Withdrawal Processes**:
   * Investigate common complaints related to bank withdrawals. Providing clearer communication or more reliable processing might help reduce churn.
3. **Promote Credit Card Use**:
   * Create campaigns that encourage customers to use credit cards, perhaps offering perks such as loyalty points or cash back for credit card users.
4. **Customer Engagement Strategies**:
   * Implement engagement strategies targeting customers who use higher-churn payment methods, including personalized communication or special offers, to increase their satisfaction and loyalty.