

# Summary and Recommendations

## Contract and Tenure

- Customers on **month-to-month contracts** exhibit the **highest churn rate (~43%)**.
- Those with **1- or 2-year contracts** churn significantly less (~11%).
- Churn is **higher among new customers** (tenure less than 1 year) compared to long-term users.

## Internet and Support Services

- **Fiber optic users** experience a churn rate of **~41%**, considerably higher than **DSL users (~19%)**.
- Customers **without Online Security** churn at **~35%**, while those with it churn at only ~15%.
- Lack of **Tech Support** and **Device Protection** is also strongly associated with increased churn.

## Service Engagement

- Customers **not using value-added services** like **Streaming TV, Online Backup, and Streaming Movies** have a **30–40% higher churn rate**.
- These features appear to play a role in overall satisfaction and retention.

## Demographics

- **Senior citizens** show a churn rate of **~42%**, among the highest across customer segments.
- Customers with **partners or dependents** tend to be more loyal, with a churn rate of just **~22%**.

## Billing and Charges

- Users of **electronic billing** and **autopay** are less likely to churn.
- Customers with **monthly charges exceeding \$80** show an elevated churn rate of **~45%**.

## Recommendations to Reduce Churn

- **Promote Long-Term Contracts**  
Encourage customers to shift from month-to-month to annual contracts by offering discounts or added benefits.
- **Bundle Security and Support Services**  
Package **Online Security**, **Tech Support**, and **Device Protection** as part of premium or loyalty bundles to reduce churn.
- **Improve Fiber User Experience**  
Analyze the root causes of dissatisfaction among fiber optic users and optimize service quality or support responsiveness.
- **Senior-Focused Support Plans**  
Introduce **senior-friendly customer service**, simplified plans, or exclusive offers tailored to older customers.
- **Implement Loyalty Programs**  
Reward **long-tenured customers** with perks, upgrades, or discounts to reinforce their value and encourage continued engagement.
- **Price Optimization**  
Create **affordable and flexible plans** for customers facing high monthly bills to make services more accessible and reduce churn.
- **Encourage Autopay and E-Billing**  
Provide **small incentives or cashback offers** to promote autopay and paperless billing, improving both convenience and retention.