**Subject:** Project Update: Customer Churn Analysis

Dear Retention Manager,

I hope you’re doing well. I wanted to provide you with an update on the dataset analysis and the insights derived from the dashboard I’ve developed.

Given our focus on churn rate, the dashboard highlights the number of customers who have discontinued our service. To provide flexibility, I’ve included a slicer in the top right corner, allowing you to filter the data as needed. Just below this, there’s a gender slicer to analyze service distribution across different demographics.

Key observations from the analysis include:

* **Contract Types & Churn:** The dashboard features two donut charts displaying the number of contracts by admin and tech tickets. Notably, 88% and 64% of churn come from month-to-month contracts, respectively. A stacked column chart further shows that month-to-month contracts have the lowest average tenure by a significant margin. This suggests that profitability analysis may be necessary to determine whether efforts should be directed toward converting customers to annual or bi-annual contracts.
* **Phone Service & Churn:** There is little difference in churn rates between customers with one or multiple phone lines. However, customers with multiple lines have a higher churn rate compared to those with a single line. More information may be needed to determine the best approach for customers without phone service.
* **Senior Citizens & Dependents:** The final column chart highlights the number of senior citizens with dependents and whether they have partners. Interestingly, those without dependents but with partners outnumber those with dependents and partners, though the reason for this remains unclear.

If you have any questions or would like to discuss these findings further, please let me know. I’d be happy to schedule a brief meeting at your convenience to go over the insights in more detail.

Looking forward to your feedback.

Best regards,  
Jemima Joannis

jemimajoannis@gmail.com