Subject: Insights on Customer Retention and Revenue Enhancement

Dear Engagement Partner,

I hope this message finds you well.

After analyzing our recent customer data, I have identified a significant opportunity for revenue enhancement through targeted retention strategies.

Here are the key findings:

* **Customer Segment:** Customers on the "Month to month" basis have the highest engagement rate, with 1,655 out of 1,869 customers actively utilizing our services.
* **Service Type:** These customers primarily use our fiber optics internet service.
* **Revenue Contribution:** This segment generates a substantial opening amount of $5 million.
* **Total Customers:** There are 3,875 customers in this category.
* **Solo Participants:** Approximately 2,500 of these customers are solo users without partners.

Given these insights, I recommend developing targeted retention strategies focused on the solo participants within this segment to boost revenue and maintain a strong subscriber base.

Best regards,

Mangesh Patil

BI Analyst