## **The Unspoken Truth Behind Churn: Why Customers Are Leaving?**



We've cracked open the data of telecom operator, and the numbers are telling a clear, compelling story about customer churn. With an overall attrition rate of **26.55%**—meaning 1,869 customers have walked out the door—the challenge is significant. But the good news? The drivers are not random. They are concentrated, predictable, and, most importantly, **fixable**.

Forget broad, expensive campaigns. Your data points to three critical vulnerabilities that, when addressed, will secure your customer base and dramatically lower your churn rate.

## **1. The Contract Time Bomb: The Month-to-Month Trap**

If you're looking for the single biggest lever to pull, look no further than your contract structure. This is the structural flaw in your current model:

* **The Shocking Statistic:** A massive **88.5%** of all churners (1,655 customers) were on a **Month-to-Month** contract.
* **The Stable Gold:** Conversely, customers on **One Year** and **Two Year** contracts are incredibly sticky, accounting for a tiny fraction of the total churn.

### **The Analyst's Takeaway**

A month-to-month contract isn't an offering; it’s a **churn pipeline**. These customers have one foot out the door at all times. The contract structure itself is the single most significant factor undermining your customer retention efforts.

### **The Actionable Strategy**

Your primary retention goal must be the aggressive **migration of Month-to-Month customers** to longer-term plans. Use high-value incentives—like a deep discount, a free equipment upgrade, or a service bundle—to make the one-year commitment irresistible.

## **2. The Service Security Gap: Why Customers Feel Exposed**

The second major driver reveals that your customers are leaving because they don't feel supported or protected. Two service add-ons, in particular, are acting as massive churn deterrents when present, and huge churn accelerators when absent:

* **No Technical Support:** 1,448 of your churners—a staggering figure—did not have Tech Support. When things went wrong, they had no safety net and simply quit.
* **No Device Protection:** Similarly, 1,392 customers who left were without Device Protection. This suggests a fear of future costs or service failure is a powerful motivator for leaving.

### **The Analyst's Takeaway**

These are not "optional extras" in the customer's mind; they are **table stakes for a stable service relationship**. The absence of these features signals a lack of investment in the customer experience, leading to dissatisfaction at the first sign of trouble.

### **The Actionable Strategy**

Stop selling these features as add-ons. **Bundle them into your core offering** or make them deeply subsidized for new customers, especially those on Fiber Optic internet (which also shows a high presence among churners, suggesting potential reliability issues). Investing in support is an investment in retention.

## **3. Vulnerability Window: The First 10 Months**

Tenure data confirms a universal truth in the subscription world: **if you make it past the first year, you're likely to stay for the long haul.**

* **The Early Exit:** The overwhelming majority of churn occurs in the first **0 to 10 months** of the customer journey. This is the "break-in" period where customers are forming their loyalty (or dissatisfaction).
* **The Stability Cliff:** As tenure extends past the one-year mark (especially 50+ months), churn essentially flatlines. These are your most valuable, stable assets.

### **The Analyst's Takeaway**

You are failing to successfully onboard and stabilize new customers. High early churn indicates friction points in activation, billing, or initial service usage.

### **The Actionable Strategy**

Implement a **Proactive 90-Day Retention Campaign**. This campaign should feature mandatory, value-driven check-ins, such as a **"30-Day Happiness Call"** or a **"60-Day Optimization Email"** to resolve issues before they escalate. You must focus your best resources on the newest customers.

## **Final Strategic Summary**

The data has given you a clear, prioritized action list. Focus your efforts on these three pillars, and you will see a rapid and measurable decline in your churn rate:

1. **Contract:** Convert Month-to-Month to longer contracts.
2. **Protection:** Embed Tech Support and Device Protection into your value proposition.
3. **Tenure:** Over-invest in the retention of customers during their first 10 months.

Your high churn rate is not a mystery; it is a **policy problem**. By addressing the structural risks identified by this dashboard, you can turn a quarter of your lost customers into long-term loyalists.