Executive Summary: Reducing Churn in CloudSync

# Key Findings

1. Short-tenure users churn more – Customers in the 0–12 months group show the highest churn rate (~40%).

2. Monthly contract users churn more – Churn rate for month-to-month contracts is significantly higher than annual plans.

3. Security and Support features reduce churn – Users who used OnlineSecurity or TechSupport were less likely to churn.

4. Higher Monthly Charges correlate with churn – Customers paying over $80/month are more likely to churn, possibly due to feature overload or billing dissatisfaction.

# Recommendations

1. Promote Longer-Term Contracts – Offer discounts or rewards for users switching from monthly to yearly contracts. Run A/B tests on contract upsell popups during the 2nd–3rd month of usage.

2. Bundle Security & Support Features – Highlight TechSupport and OnlineSecurity during onboarding. Provide limited-time trials to increase awareness and adoption.

3. Create an Onboarding Journey for New Users – Focus especially on the first 90 days. Introduce in-app walkthroughs, milestone achievements, and weekly tips.

4. Adjust Pricing or Tier Packaging – Identify users with high MonthlyCharges but low engagement. Create a mid-tier product to bridge the gap between basic and premium.

# Implementation Roadmap

|  |  |  |
| --- | --- | --- |
| Phase | Duration | Key Initiatives |
| Phase 1 | Weeks 1–2 | Data pipeline improvements, clean TotalCharges field |
| Phase 2 | Weeks 3–6 | Roll out onboarding + security feature trials |
| Phase 3 | Weeks 7–10 | Promote annual plans via in-app banners and email campaigns |
| Phase 4 | Weeks 11–12 | Monitor churn, collect feedback, iterate on product tiers |

# Final Note

CloudSync has clear levers to reduce churn through contract optimization, feature promotion, and customer education. These insights—backed by SQL, Python analysis, and model predictions—offer both quick wins and long-term growth strategies.