**Summary and Recommendations**

**Objective:**

The analysis identifies patterns behind customer churn in a telecom business, highlights contributing factors, and provides actionable recommendations to reduce churn and improve customer retention.

**Key Insights**

1. **Overall Churn Rate**:

* Approximately **27% of customers churned**, indicating a significant opportunity for intervention.

1. **Service-Related Factors**:

* Customers with **Fiber Optic Internet Service** had higher churn rates than those using DSL.
* Customers who opted out of additional services such as **Online Security** and **Tech Support** showed increased churn.

1. **Impact of Contract Type**:

* Customers with **Month-to-Month contracts** churned at a much higher rate compared to those on **1-year or 2-year contracts**.

**Recommendations to Reduce Customer Churn**

1. **Enhance Customer Support with 24/7 Availability**

* Provide **24/7 active customer support** to ensure that customer issues and queries are addressed promptly.
* This initiative will help build **trust and confidence** among customers, showing that the company values their concerns and is always available to assist.
* Improved support can foster **long-term loyalty**, leading to higher customer satisfaction and reduced churn rates.

1. **Offer Incentives to Promote Long-Term Subscriptions**

* Introduce attractive offers such as "**Opt for a 4-month plan** and get an additional **1 month free**".
* This strategy encourages customers to commit to **longer-term plans**, reducing the likelihood of churn and increasing customer retention.
* Incentives like **vouchers** or free months provide value to the customer while promoting long-term engagement with the company.

1. **Improve Fiber Optic Service Quality**
   * Investigate and address issues with **Fiber Optic Internet Service** to enhance customer satisfaction.
2. **Enhance Brand Presence Through Strategic Social Media Campaigns**

* Launch **creative social media campaigns** to increase awareness about the company's network and highlight how much the company values its customers.
* Organize **fun contests and share engaging, humorous content** to create a stronger connection with customers and showcase a more relatable brand image.
* Develop a **memorable tagline** that leaves a lasting impression and encourages customers to think about the company’s services when considering telecom options.