Hello Janet,

I hope this message finds you well.

Following a detailed review of the customer churn analysis dashboard, I would like to share my findings and suggest several key areas for improvement to enhance our insights and decision-making capabilities.

**Findings:**

**High Churn Segments:**

* The analysis indicates significant churn rates among specific customer segments, particularly for customers with partners. This trend warrants further investigation to understand the underlying causes.

**Seasonal Trends:**

* There is a noticeable pattern of increased churn during the first year. This may require us to focus more on customer retention during these periods.

**Service Trends:**

* There is a noticeable churn increase for customers using our fiber optic services. This may require us to solve issues customers are having with this service.

**Recommendations:**

**Enhanced Customer Support:**

* We are trying to improve our support and it would be important to focus on the services we are facing the most customer churn.

**Predictive Modeling:**

* Utilize advanced predictive models to forecast churn likelihood for each customer. This will enable engagement with customers showing early signs of churn, potentially through targeted offers or enhanced support.

**Feedback Integration:**

* Integrate customer feedback mechanisms directly into the dashboard for real-time insights. This will facilitate immediate action on emerging issues and improve overall customer satisfaction. We could create a dataset for overall customer feedback which we can use to track issue categories.

These recommendations aim to refine our approach and leverage the data more effectively, ultimately reducing churn and enhancing customer loyalty.

Please let me know if you would like to discuss these findings in more detail or if there are specific areas you would like to explore further.

Thank you for your attention to these matters.

Best regards,

Sayak Chakraborty