**Churn Analysis Insights & Recommendations**

1. **Why are customers leaving ?**

- Customers who spend a lot may leave because of high prices, while low spenders may leave due to service issues.

- Recommendation: Group customers based on spending and adjust prices if needed.

- Check how long customers stay before leaving.

- Recommendation: Offer discounts or benefits for new customers to keep them longer.

**2. Do Some Plans Have More Churn?**

- Compare how many people leave from Basic vs. Standard plans.

- If more Basic customers leave, they might not see enough value in their plan.

- Recommendation: Offer discounts or extra benefits to keep Basic plan customers.

**3. Finding Customers Who Might Leave**

- Use Excel to check which factors (spending, plan type, time as a customer) affect churn.

- Customers who pay more but stay for a short time might be at risk.

- Recommendation: Identify these customers early and offer special deals to keep them.

**4. Reasons for Leaving & How to Fix Them**

- Group reasons for leaving (e.g., price, service quality, switching to a competitor).

- If many customers leave due to service issues, focus on improving customer support.

- If they switch to competitors, check what others are offering and adjust your plans.

5. Making Smart Decisions with Data

- Use Excel to track customer trends with charts and reports.

- Look at spending, plan type, and reasons for leaving to find patterns.

- Keep updating your strategy based on real customer data.