Subject: Findings and Recommendations from Customer Churn Dashboard

Hi Janet,

I hope you’re well. As requested, I’ve completed the initial analysis based on the customer churn data, and here are the key insights:

Churn Rate: The churn rate is currently at 26.54%, with 1,869 customers leaving within the last month. Customers with a tenure of less than one year and those not subscribed to services like online backup or tech support show the highest churn rates.

Demographics and Service Usage: Male customers (50%) and those aged between 30-45 (36%) appear to have higher churn rates. Interestingly, customers using services such as streaming TV and tech support are more likely to stay, indicating these services contribute to higher retention.

Payment Methods and Charges: Customers paying via electronic check show a higher churn rate (45%) compared to those using credit cards (15%). We’ve observed that customers with monthly charges exceeding $100 are more prone to churn, indicating potential dissatisfaction with pricing.

Customer Support Impact: Higher numbers of administrative and technical support tickets seem to correlate with churn. Those opening more than three tickets in the past month are at higher risk, possibly due to unresolved service issues.

Recommendations:

* Increase Promotions for Retention Services: Encouraging the use of tech support and streaming services could improve retention.
* Review Pricing Strategy: Introducing tiered pricing or loyalty discounts for high-paying customers may help mitigate churn.
* Enhance Customer Support Efficiency: Address the issues causing higher ticket volumes and their link to churn by improving the resolution process or offering proactive support.

These insights and actions can significantly reduce churn rates and improve overall customer satisfaction. Please let me know if you want to explore these findings further or require any adjustments.

Best regards,

Sophia Umukoro

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