Subject: Customer Retention Analysis and Recommendations

Dear Janet,

I hope this message finds you well.

I have completed the analysis of our customer data and created a Power BI dashboard to help us understand the key factors affecting customer retention. The dashboard focuses on several critical KPIs including Churn Rate, Retention Rate, Monthly Recurring Revenue, Customer Lifetime Value, Average Tenure, and Service Usage Metrics.

Recommendations:

Enhance Customer Support: Addressing the high number of support tickets, particularly in technical areas, can improve customer satisfaction and reduce churn.

Incentivize Long-Term Contracts: Offering discounts or benefits for long-term contracts may improve retention rates.

Improve Service Offerings: Based on usage metrics, we should focus on enhancing popular services and addressing the less utilized ones to meet customer expectations better.

Customer Feedback Mechanisms: Implementing regular feedback loops can help identify and address issues proactively.

The attached Power BI dashboard provides a comprehensive view of these KPIs and can be used to track our progress over time. I am confident that by focusing on these areas, we can improve our retention rates and overall customer satisfaction.

Best Regards,

Sreekanth V