# 0.27

Average of Churn_numeric

**Project Summary & Recommendations**
**Key Findings:**
- The overall customer churn rate is a concerning **27%**.
- **Contract Type is the #1 predictor of churn**. Customers on a **Month-to-Month** contract are far more likely to leave than those on annual contracts.
- **Lack of Tech Support is a major factor**. Customers who do not have the tech support service churn at a significantly higher rate.

**Actionable Recommendations:**
- **Incentivize Long-Term Contracts**: Launch a marketing campaign offering a special discount for existing month-to-month customers who upgrade to a One or Two Year contract.
- **Promote Tech Support**: For new customers, offer a free 3-month trial of the Tech Support service. For existing customers without it, send them a targeted offer explaining the benefits.

## Average of Churn_numeric by Contract
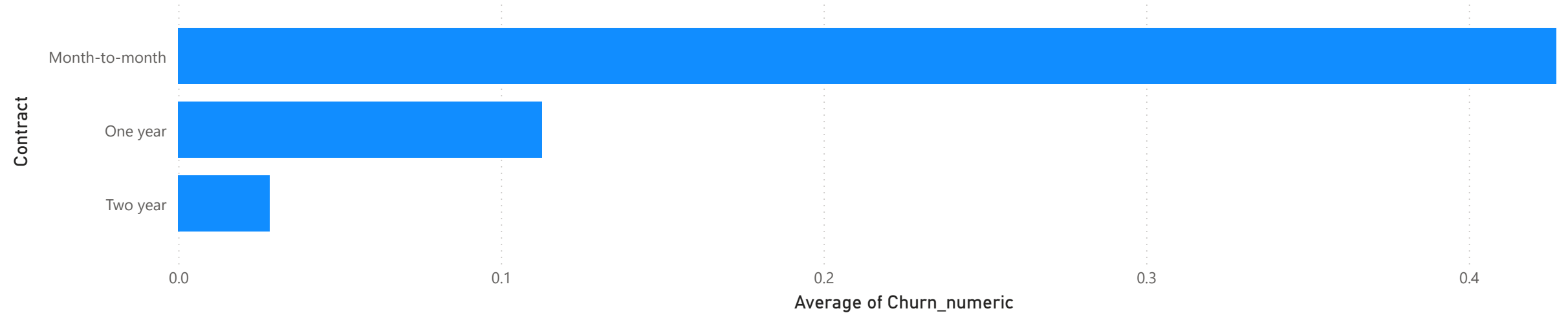


## Average of Churn_numeric by TechSupport