Hi Janet,

I'm Sunidhi, the digital accelerator, presenting some key insights and suggestions as per my analysis.

**Key Insights -**

1. Most of our customers are youth, with no partners and dependents, so they also constitute a large chunk of our churned customers (75%).

2. Though seniors are 16% of our customer base their churn rate is 42% and youth have a churn rate of 24%, they are 84% of our customer base.

3. Customers with monthly contracts constitute 89% of churned customers and have a high churning rate of 43%.

- The churn rate of seniors (55%) is more than youth (40%).
- Those not having partners and dependents, over 60% opted for the monthly contract and had a churn rate of above 30%,
- those with partners and dependents opted more for 1- or 2-year contracts and had a churn rate below 20%.

4. Phone Services - 90% of customers opted for it and has a churn rate of 27%.

5. Internet Services- 41% of customers with Fiber Optics and 19% of customers with DSL have churned.

- Customers with no partners and dependents have opted more for Fiber Optics connection and has a high churn rate of above 45%. Since they've fewer expenses so can afford expensive services.
- Customers with partners and dependents have opted more for DSL connections and have a churn rate of 12%. Since they've more expenses so want affordable services.
- Seniors opted more for Fiber Optics (73%) which has a churn rate of 47%.
- Youth opted equally for both Fiber Optics and DSL, but Fiber optics (40%) has a higher churn rate than DSL (15%).

6. Device Protection, Online Back-up, and Online Security - 30%-35% of customers opted for these services, and 23%, 22% and, 15% respectively are churned.

- Those with partners and dependents opted more for these services and has a churn rate of below 18%.
- Those with no partners and dependents have less opted for these services and have a churn rate of above 20%.
- The Churn Rate of seniors is more than youth for these services.

7, Streaming TVs and Movies- 39% of customers opted for these and of them 30% are churned for both services.

- Those with partners opting more for movies and TVs (45%) and have a churn rate of 23%, while those with no partners opt more for movies than TVs and have a churn rate of 39%.
- Those with dependents opting more for TVs than movies and have a churn rate of 18%. As it is value for money for them.
- Over 50% of seniors opted for these services and have a churn rate of 41%, while 36% of youth opted for it and have a churn rate of 27%

8. Customers who opted for tech support are less likely to churn (15%) than those who don't opt for it (42%).

**Recommendations**

1. Continuous Feedback Mechanism:
   - Implement a robust feedback loop where customers can regularly share their experiences and pain points. Utilize surveys and follow-up calls after customer service interactions to address concerns swiftly and effectively.
2. Contract Conversion Strategies:
   - Develop targeted campaigns to encourage monthly contract customers to transition to longer-term commitments. Offering incentives like discounted rates for the first year or additional services can provide motivation.
3. Tailored Offerings for Demographics:
   - Create customized service packages that cater to the specific needs of seniors (e.g., premium support services) and youth (e.g., budget-friendly options). Additionally, segment these offers further for customers with and without partners or dependents.
4. Enhanced Marketing of Value-Added Services:
   - Promote device protection, online security, and tech support more aggressively, especially to segments that currently show lower adoption rates. Demonstrating the benefits of these services through customer testimonials and case studies can help reduce churn.
5. Promote Value for Money:
   - For customers with dependents, emphasize value-for-money services, such as family plans or bundled services that cater to multiple needs (e.g., internet and streaming). Highlight the long-term savings these bundles can provide.
6. Engagement and Loyalty Programs:
   - Implement loyalty programs that reward long-term contracts with additional benefits (e.g., free upgrades, discounts on ancillary services). Regular engagement through personalized communication can keep customers informed and valued.
7. Customer Education Initiatives:
   - Develop educational content that guides customers on maximizing their services (e.g., tech support tutorials, and usage tips). This could enhance their overall experience and reduce churn.

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Hope you'll find this analysis helpful.

With Regards,

Sunidhi.