Hi

I hope this email finds you well. I am writing to share the findings from our recent analysis of the customer churn data and to offer some recommendations for addressing the identified issues.

**Findings from Customer Churn Data Analysis:**

Our analysis has identified the top six key performance indicators (KPIs) associated with customer churn in the company:

1. Tenure
2. Month-to-month contracts
3. Online security
4. Tech support
5. Fiber optic as internet service

**Recommendations:**

1. **Tenure:** Our analysis indicates that decreased tenure is the greatest key influencer of customer churn. It is crucial to focus on strategies that encourage long-term customer retention. This could include loyalty programs, long-term contract incentives, and improved customer engagement initiatives.
2. **Month-to-month contracts:** Customers with month-to-month contracts are more likely to churn. Offering discounts or benefits for signing longer-term contracts may help in reducing churn rates among these customers.
3. **Online security:** Customers without online security services are more likely to leave. Promoting online security packages and bundling them with existing services can enhance customer satisfaction and retention.
4. **Tech support:** The absence of tech support correlates with higher churn rates. Enhancing tech support services and ensuring customers are aware of and can easily access these services could significantly reduce churn.
5. **Fiber optic internet service:** Customers using fiber optic internet service show a higher likelihood of churning. Investigating the specific issues related to this service, whether they are performance-related or pricing concerns, will be critical. Addressing these issues through improved service quality or competitive pricing could mitigate churn.

I recommend implementing these suggestions to improve customer retention and reduce churn rates. Should you need further details or wish to discuss these findings and recommendations, please feel free to reach out.

Best regards,

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Data Analyst