

TOP 5 INSIGHT SUMMARY (VERY IMPORTANT)

1 Month-to-Month Customers Churn the Most

Customers with **month-to-month contracts** have the highest churn rate compared to long-term contracts.

❖ *Insight:* Long-term contracts reduce churn significantly.

2 Low Tenure Customers Are High Risk

Customers in the **first 0–12 months** are more likely to leave.

❖ *Insight:* Early customer engagement is critical.

3 High Monthly Charges Increase Churn

Customers paying **higher monthly charges** show higher churn probability.

❖ *Insight:* Pricing strategy directly affects retention.

4 Fiber Optic Internet Users Churn More

Fiber optic users show a higher churn rate than DSL users.

❖ *Insight:* Service quality or cost may be an issue.

5 Average Monthly Spend Is a Strong Predictor

Customers with **high average monthly spend** are more likely to churn.

❖ *Insight:* High-value customers need proactive retention strategies.