**Subject: Key Findings from Customer Retention Analysis**

Dear [Engagement Partner],

I hope you're well.

I've completed our customer retention analysis and wanted to highlight the key findings:

* **Overall Churn Rate:** 6.37%, with higher churn among month-to-month contract customers.
* **Service Bundling:** Customers using multiple services show lower churn rates.
* **Pricing Impact:** Higher monthly charges correlate with increased churn.
* **Customer Tenure:** Newer customers (less than 12 months) are more likely to churn.
* **Support Tickets:** Increased support requests are linked to higher churn.

**Recommendations:**

1. Promote longer-term contracts with incentives.
2. Offer attractive service bundles.
3. Review pricing for high-paying customers.
4. Enhance engagement strategies for new customers.
5. Improve service quality to address frequent support issues.

I’m available to discuss these insights further and explore action plans.

Best regards,

[Aqsa Afzal]

Feel free to adjust as needed!