**Suggested KPIs (Key Performance Indicators):**

1. **Customer Churn Rate** = (Churned Customers ÷ Total Customers).
2. **Average Revenue Per User (ARPU)** = Total Charges ÷ Total Customers.
3. **Monthly Recurring Revenue (MRR)** = ∑ Monthly Charges of active customers.
4. **Customer Lifetime (Average Tenure)** = Avg. Account Length (in months).
5. **Average Customer Service Calls per User** (proxy for dissatisfaction).
6. **Upsell KPIs**: % with International Plan, % with Unlimited Data.
7. **Demographic KPIs**: Churn by Age Group (Under 30, Senior, Other).
8. **Contract Stability**: Churn by Contract Type (Month-to-Month vs. Yearly).
9. **Payment Method Risk**: Churn by Payment Method.
10. **Service Usage KPIs**: Avg. Monthly GB, Avg. Extra Charges.

**Key Relations to Analyze**

* **Churn ↔ Account Length**: Shorter tenure often → higher churn.
* **Churn ↔ Contract Type**: Month-to-Month plans → higher churn.
* **Churn ↔ Payment Method**: Direct Debit vs. Paper Check.
* **Churn ↔ Customer Service Calls**: More calls → higher churn probability.
* **Churn ↔ Age Group**: Senior vs. Younger customers.
* **Churn ↔ Extra Charges**: More unexpected costs → higher churn.
* **Churn ↔ Unlimited/Intl Plans**: Plan type impact on retention.

**Main Analytical Streams**

1. **Revenue Protection** → link churn with Monthly Charges & ARPU.
2. **Customer Segmentation** → age, gender, state, plan type.
3. **Contract & Payment Security** → stability by contract/payment.