

3. Recommendations to Reduce Customer Churn:

1. **Contract Type:** Customers with month-to-month contracts have a higher churn rate. Encourage longer-term contracts (e.g., annual) by offering discounts or benefits for commitment.
2. **Total Charges:** Customers with higher total charges are less likely to churn. Consider offering incentives or loyalty rewards to long-term customers with high total charges.
3. **Online Security and Tech Support:** Customers who do not have online security and tech support are more likely to churn. Enhance these services to improve customer satisfaction.
4. **Monthly Charges:** High monthly charges are associated with higher churn. Explore options to offer competitive pricing or bundle services to reduce costs for customers.
5. **Internet Service:** Customers with Fiber optic internet service have a higher churn rate. Improve the quality and reliability of this service to retain customers.
6. **Payment Method:** Customers using electronic checks for payment are more likely to churn. Offer alternative, convenient payment methods and promote their benefits.
7. **Contract Length:** Encourage customers to sign up for longer contracts by offering special deals and ensuring they understand the benefits of longer-term commitment.