**Subject:** Key Insights and Recommendations from Customer Report

Hey! I hope you’re doing well.

Based on my analysis of the Customer Report dashboard, here are the key findings:

1. **Contract Preferences**: Most customers are on month-to-month contracts, indicating a potential risk for higher churn rates.
2. **Senior Citizen Engagement**: Senior citizens form 22.66% of the customer base but show shorter tenures compared to other groups.
3. **Service Usage**: Fiber Optic services are the most popular among customers, highlighting an opportunity for targeted promotions.

**Recommendations:**

1. Introduce incentives or loyalty programs to encourage customers to shift to longer-term contracts.
2. Develop tailored offerings or discounted plans for senior citizens to improve engagement and retention.
3. Investigate further correlations (e.g., payment methods or technical issues) to identify factors affecting churn rates.

Please let me know if there are specific areas you’d like to explore further.

Best regards,  
Satyam Kumar