

#### Summary:

Recharge Amount: Customers with lower average recharge amounts are more likely to churn. Action: Offer special plans or discounts to customers with declining recharge patterns.

Data Usage: Reduced usage of mobile internet (2G/3G) is a strong indicator of churn. Action: Provide attractive data packages or bonuses to customers with decreasing data usage.

Call Volume: Declining incoming or outgoing call minutes may signal churn risk. Action: Investigate potential dissatisfaction with call quality or charges and address these issues proactively.

#### Enhance Customer Experience

Surveys and Feedback: Regularly collect feedback to understand customer satisfaction and identify issues early.

Personalized Communication: Use predictive insights to send personalized messages or offers to high-value customers showing early signs of dissatisfaction

#### Target Early Warning Signals

Customers in the "action" phase (Month 3 in this dataset) are the most critical to retain. Focus on proactive engagement during this phase using insights from the model.