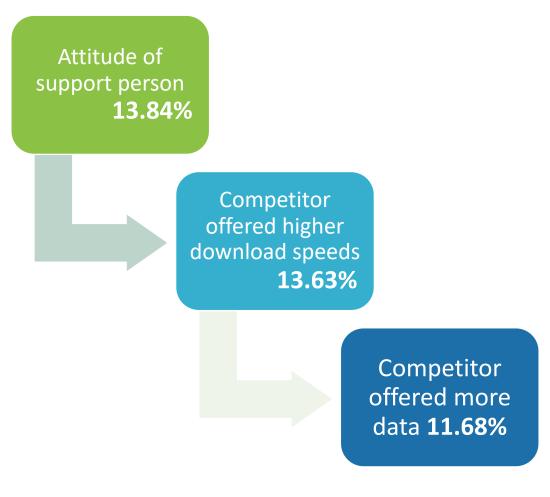


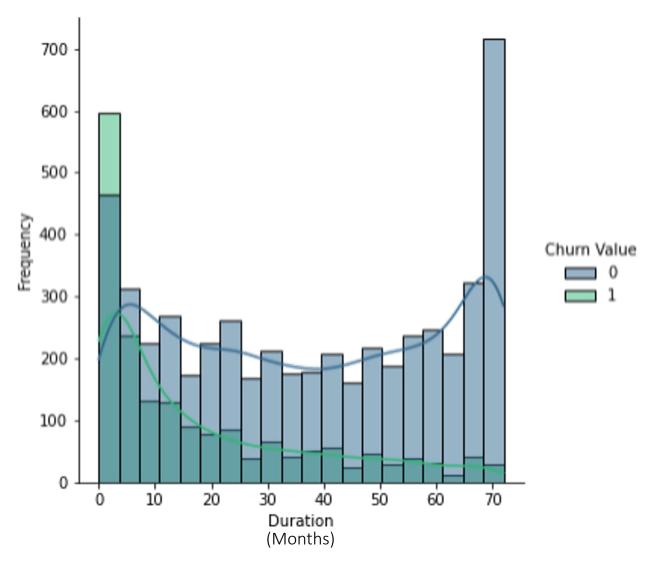
Customers who don't subscribe to support services tend to churn more frequently.

Top 3 reasons for churns



Customers with longer commitments churn less

Distribution of tenure months and churn



Contract Type Distribution and Churn Rate

Contract Type Breakdown:

Month-to-Month Contracts: 55.02%

Two-Year Contracts: 24.07%

One-Year Contracts: 20.91%

Churn Rate Analysis:

Month-to-Month Contracts: These customers have a churn rate of 42.71%.

Summary of key findings

Primary drivers of churn at risk

Customer service issues is primary driver of churn

Customers without tech support

Customers with shorter tenure

Los Angeles has the most churns



Recommendations

Improve Service Quality: Invest in infrastructure to improve speeds Enhanced Support: Train customer service teams to provide better, more empathetic support

Implement targeted retention campaigns for atrisk customers













Cost Management:
Review pricing
strategies and offer
flexible payment
options

Customer
Engagement:
Promote additional
services to increase
customer
engagement

Monitor and review the effectiveness of retention strategies regularly