

CUSTOMER CHURN ANALYSIS

Strategic Insights & Retention Recommendations

01 | EXECUTIVE SUMMARY

This report provides a data-driven overview of customer attrition. Our analysis identifies that high-value customers on short-term contracts are the primary contributors to the 26.5% churn rate. Targeted intervention in the Fiber Optic segment is required to stabilize revenue.

02 | KEY DATA INSIGHTS

- ❑ **Contract Risk:** Month-to-Month subscribers show a 5x higher churn probability compared to long-term contracts.
- ❑ **Service Paradox:** Fiber Optic users drive the highest revenue but also the highest churn due to pricing and support gaps.
- ❑ **The 12-Month Wall:** Customer retention stabilizes significantly after the first year of service (Tenure > 12).
- ❑ **Support Factor:** The absence of Tech Support is a leading indicator of upcoming churn for premium accounts.

03 | STRATEGIC RECOMMENDATIONS

- ❑ **Conversion:** Migrate Month-to-Month users to annual plans via 15% loyalty discounts.
- ❑ **Quality Control:** Audit Fiber Optic infrastructure to ensure service parity with premium pricing.
- ❑ **Free Support:** Bundle 6 months of complimentary Tech Support for all new high-tier sign-ups.
- ❑ **Early Warning:** Deploy automated alerts for 'At-Risk' profiles (High Charge + No Support).

04 | EXPECTED BUSINESS IMPACT

Our analysis indicates that addressing the 'Month-to-Month' and 'Fiber Optic' segments directly targets the largest portion of our leaving customers. By successfully converting a fraction of these high-risk users to 1-year or 2-year contracts, the company will significantly stabilize its Monthly Recurring Revenue (MRR) and increase the overall Customer Lifetime Value (CLV).