# Key Observations and Recommendations

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1. Churn Trends and Patterns:  
 - The overall churn rate stands at 26.54%, posing a significant challenge for retention.  
 - A notable churn of 61.99% is observed among customers with a tenure of less than one year.  
 - Fiber Optic users exhibit a higher churn likelihood, particularly those lacking Online Security and Online Backup services.  
  
 Recommendations:  
 - Implement retention campaigns focused on new customers during their first year by offering personalized onboarding programs and proactive customer support.  
 - Address the specific needs of Fiber Optic users by introducing value-added services, such as bundled Online Security and Backup plans.  
  
2. Customer Segments and Revenue Contribution:  
 - "At-Risk Customers" and "Low-Spending Users" collectively account for a significant portion of churn at 17.66% and 26.14% respectively.  
 - "High-Spending Users," although a smaller segment, contribute the highest revenue, amounting to $9.8M.  
  
 Recommendations:  
 - Introduce tailored incentives for At-Risk and Low-Spending Customers, such as service bundles and loyalty rewards, to mitigate churn.  
 - Upsell or cross-sell additional services to Moderate Users to increase their engagement and spending.  
 - Provide exclusive perks or dedicated support to High-Spending Users to ensure their loyalty and continued contributions to revenue.  
  
3. Contract Types and Billing Preferences:  
 - The majority of churn occurs among customers with Month-to-Month contracts, accounting for 1.7K unsubscribes.  
 - Customers using electronic payment methods display a higher propensity to churn compared to other payment methods.  
  
 Recommendations:  
 - Encourage customers on Month-to-Month contracts to transition to longer-term agreements by offering attractive discounts or loyalty rewards.  
 - Address electronic payment dissatisfaction by improving the billing process and offering incentives for opting into electronic payment systems.  
  
4. Demographic Factors and Retention Gaps:  
 - Customers without partners are more likely to churn, with 1.5K churned compared to 669 who have partners.  
 - Dependents, while a less influential factor, also demonstrate trends worth monitoring.  
  
 Recommendations:  
 - Develop customized plans or loyalty programs for customers without partners to address their specific needs and reduce churn.  
 - Consider demographic-specific offers to improve engagement with families and dependent-inclusive households.  
  
5. Tenure and Usage Insights:  
 - High churn rates among short-tenure customers (<1 year) significantly impact retention metrics.  
 - Usage categories highlight a disparity in subscription levels and engagement among tenure groups.  
  
 Recommendations:  
 - Create tenure-based loyalty programs that reward long-term customers with exclusive benefits.  
 - Focus on improving the customer experience and fostering engagement for new customers during their critical first year.  
  
By addressing these key observations with targeted strategies, the organization can enhance customer satisfaction, increase retention, and drive long-term growth.