Subject: Churn Analysis Findings and Recommendations

Dear Janet,

I hope this email finds you well. I have completed the churn analysis, and I'd like to share some important findings and recommendations with you. Here are the key highlights:

1. Churn Rate Overview:

The overall churn rate currently stands at 26.5%. This indicates the proportion of customers who have discontinued their subscription.

1. Customer Segmentation:

Upon segmentation, I identified certain customer groups with a higher propensity to churn. Notably, customers who identified as older citizens are exhibiting a higher churn rate (41.7%) than the non-senior citizens. Customers who didn’t have dependents had it higher (31.3%) compared to those who had dependents (15.5%). The churn rate was also high for customers who didn’t have partners (33%) compared to ones who had partners (19.7%).

1. Tenure Impact:

There is a correlation between customer tenure and churn. Shorter tenures seem to have a higher likelihood of churn, (0 – 10) years having a churn rate of 49.1% while (60 - 70) years it’s 9.3%. Suggesting that we may need to focus on improving customer retention strategies during the early years of the subscription.

1. Service Usage Patterns:

Customers who [use specific services or have certain features] are less likely to churn. This information could guide targeted promotions or incentives to encourage wider adoption of these features.

1. Billing and Payment Insights:

An analysis of payment methods and billing preferences indicates that customers with paper billing had higher churn rate at 33.6% compared to those who didn’t have at 16.3%. This may inform strategies to promote or incentivize the adoption of these payment methods.

Recommendations:

1. Tailored Retention Strategies:

Develop targeted retention strategies for customer segments identified with a higher churn rate. This could include personalized communication, exclusive offers, or feature-specific promotions.

1. Onboarding Enhancements:

Consider improvements to the onboarding process, especially during the initial months of the subscription, to enhance the customer experience and increase loyalty.

1. Promotions for Feature Adoption:

Design promotions or educational campaigns to encourage broader adoption of features that correlate with lower churn rates.

1. Payment Method Incentives:

Explore incentives or promotions to encourage the use of payment methods associated with lower churn rates.

I would be happy to schedule a meeting at your convenience to discuss these findings in more detail and explore potential action plans. Please let me know if you have any specific questions or if there's additional information you would like to delve into.

Thank you for your attention to this matter. Looking forward to your feedback.

Best regards,

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