Dear Janet,

I hope this email finds you well. I am writing to share the results of our recent analysis of customer data, which I believe will provide valuable insights for our Retention Department and Call Center to enhance customer satisfaction and retention.

After analyzing data for a total of 7,043 customers, we observed some key findings:

Churn Rate and Retention: We noted a churn rate of 26.54%, with 1,869 customers no longer with us, while 5,174 remain active, reflecting a 73.46% retention rate.

Demographic Insights: Among the churned customers, many were non-senior citizens without partners or dependents, indicating potential areas for targeted retention efforts.

Payment and Billing Preferences: Over 80% of churned customers were on month-to-month contracts, and a significant portion preferred electronic check payment methods. Moreover, a majority of churned customers (74.91%) also used paperless billing, suggesting potential reconsideration of this system, especially for lower-paying customers without internet access.

Service Usage and Internet Access: Addressing the 27% of retained customers without internet access could enhance satisfaction and retention. Additionally, focusing on improving services for lower-paying customers, particularly those on month-to-month contracts, could help increase retention.

Contract Tenure: Encouraging customers to commit to longer-term contracts may decrease churn, as indicated by the lower churn rate with longer tenure.

Based on these findings, we recommend the following strategies:

Promote Long-Term Contracts: Encourage customers to opt for longer-term contracts to reduce churn rates.

Improve Internet Access: Address the 27% of retained customers without internet access to enhance satisfaction and retention.

Enhance Low-Charge Customer Services: Improve services for customers paying lower charges, particularly those on month-to-month contracts, by offering access to online security, backup, tech support, and streaming services.

Review Paperless Billing: Reevaluate the paperless billing system, considering its impact on lower-paying customers, especially those without internet access. Providing internet services could increase the usage of streaming services and potentially improve retention rates.

In conclusion, this analysis provides valuable insights that can guide our efforts to understand customer behavior better and make informed decisions to enhance satisfaction and retention.

Thank you for the opportunity to work on this project. I look forward to your feedback and further discussions on implementing these recommendations.

Best regards,

[Your Name]

[Your Position]

[Your Contact Information]