**Subject:** Findings and Recommendations to Address High Customer Churn

Dear [Engagement Partner's Name],

I hope this email finds you well. I have completed an analysis of the customer data, and there are some critical insights regarding churn that demand immediate action. Below, I’ve outlined the key findings and recommendations:

**Key Findings**

1. **High Churn Rate:**  
   Out of 7,043 customers, 1,869 have churned, resulting in a churn rate of **26.5%**, which is significantly high. This indicates an urgent need to address the root causes to improve customer retention.
2. **Impact of Technical Support Tickets:**  
   Customers with a high number of technical support tickets exhibit a **100% churn rate** when tickets reach **8 or 9**. The data suggests that unresolved or frequent technical issues are driving customers away.
3. **Contract Type Analysis:**
   * **Month-to-Month Contracts**: These customers have the highest churn rate at **42.7%**.
   * **One-Year Contracts**: Churn rate drops to **11.3%**.
   * **Two-Year Contracts**: Lowest churn rate at **2.8%**.  
     Customers on month-to-month plans are at a higher risk of leaving, highlighting the need for incentives to shift them to longer-term contracts.
4. **Tenure:**  
   Customers with a tenure of **less than 20 months** have a churn rate of **43.9%**. Short-term customers are significantly more likely to churn compared to long-term customers.
5. **Payment Methods:**  
   Customers using **electronic check** as a payment method have the highest churn rate compared to other methods, suggesting possible dissatisfaction with this payment option.
6. **Demographic Factors:**  
   Factors such as gender, senior citizen status, having a partner, or dependents show only minor differences in churn rates, indicating these are less critical areas of focus.

**Recommendations**

1. **Address Technical Issues:**
   * Enhance technical support quality and responsiveness to reduce ticket volumes.
   * Introduce proactive outreach for customers reporting frequent issues to resolve concerns promptly.
2. **Promote Long-Term Contracts:**
   * Offer discounts, rewards, or perks to encourage customers on month-to-month plans to upgrade to **one-year** or **two-year contracts**.
   * Highlight the financial benefits and added stability of long-term plans in marketing campaigns.
3. **Engage New Customers Early:**
   * Focus on building loyalty in the **first 20 months** through personalized onboarding, regular check-ins, and exclusive offers.
   * Create a "welcome package" with introductory benefits to improve early-stage customer satisfaction.
4. **Improve Payment Method Experience:**
   * Investigate why customers using **electronic checks** are more likely to churn. This could involve simplifying the payment process or promoting more stable payment methods like automatic bank transfers or credit cards.
5. **Targeted Retention Strategies:**
   * Use predictive analytics to identify at-risk customers and intervene with retention campaigns.
   * Segment customers by risk level (based on tickets, contract type, and tenure) and provide tailored retention strategies.

By focusing on these areas, we can significantly reduce the churn rate and improve customer satisfaction. Please let me know if you would like me to prepare a detailed action plan or discuss further steps.

Best regards,  
Sathish Kumar