**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.