**1-Gender and Churn**

-Is there any relationship between gender and Churn?

- The Churn Rate of female is higher than that of males.

- Recommendation

1- **Targeted Marketing:** Develop tailored marketing campaigns that cater to Female

Preferences

**2-Improve Support:** Train the customer support team to be sensitive and understanding in their interactions.

**2- Last Interaction and Churn**

-Is there any relationship between Last Interaction and Churn?

- The Last Interaction affect slightly on Churn

- Recommendation

1- **Train Support Team:** Train the team to provide excellent service and resolve issues on the first contact.

2- **Use Technology:** Implement CRM systems and predictive analytics to track and analyze interactions.

3-Age and Churn

-Is there any relationship between Age and Churn?

There are moderate numbers of Churn in Young, Middle-aged and Adults

But Seniors all Churn

- Recommendation

1-**Age-Specific Communication:** Use age-appropriate language and channels

2-**Product/Service Customization:** Adjust offerings to better suit the preferences of

different age segments Especially for Seniors

**4-Support Calls And Churn**

-Is there any relationship between **Support Calls** and Churn?

**The more support calls Than 5, the more you will have after leaving.**

- Recommendation

1- **Identify Common Issues:** Address recurring problems or complaints to prevent future

churn.

2- **Proactive Outreach:** Offer additional support or solutions to high-risk customers

showing frequent issues.

**5- Subscription Type and churn**

-Is there any relationship between Subscription Type and Churn?

I think the Subscription Type does not affect Churn

**6- Contract Length and Churn**

-Is there any relationship between Contract Lengthand Churn?

The Month Contract Length is More Churn Than others

- Recommendation

1- Incentivize Longer Contracts: Offer discounts or benefits for longer contract commitments to encourage retention.

2- Monitor Early Terminations: Identify reasons for early contract terminations and address underlying issues.

3-Improve Contract Renewal Process: Streamline the renewal process and communicate the benefits of continuing with a longer contract.

**7- Total Spend Group by Churn**

-Is there any relationship betweenTotal Spend and Churn?

The Customers that spend less 400$ are Churn

- Recommendation

1- **Offer Rewards for High Spend:** Provide exclusive benefits or rewards for high-spending customers to encourage loyalty.

2- Address Low Spend Issues: Identify reasons why low-spending customers might be at risk and offer incentives to increase their engagement.

**8-Tenure And Churn**

-Is there any relationship between Tenureand Churn?

New customers churn more than old customers.

- Recommendation

1-Enhance Engagement for Newer Customers: Increase engagement and support for newer customers to build loyalty early.

2- Reward Long-Term Customers: Offer special rewards or benefits to long-term customers to show appreciation and encourage retention.

**9- Usage Frequency And Churn**

-Is there any relationship betweenUsage Frequency and Churn?

The Customers Who Used less than 10 Times are more Churn

- Recommendation

1- **Encourage Regular Use:** Develop strategies to increase usage frequency, such as personalized recommendations or usage incentives.

2- **Identify Low-Usage Risks:** Monitor and address factors leading to low usage among customers who are at risk of churning.

**10-Payment Delay And Churn**

-Is there any relationship between Usage Frequency and Churn?

The Customers that Payment Delay from 21 to 30 are churn but Others are meant to be Churn average.

- Recommendation

1- **Improve Payment Reminders:** Send timely and clear payment reminders to reduce delays.

2-**Offer Flexible Payment Options:** Provide options such as installment plans or extended payment terms to accommodate different financial situations.