Summary and Recommendation

- The analysis identifies customer churn as a major business concern, with **26.54% Bundle Online Security, Tech Support, Backup, and Device Protection with core plans**

of customers leaving the service, meaning nearly **1 out of every 4 customers** churns. This highlights the urgent need for effective retention strategies to protect revenue and customer lifetime value.

Service-level insights show that customers **without value-added services**—particularly **Online Security, Tech Support, Online Backup, and Device Protection**—represent the **largest share of churn**. A significant majority of churned customers fall into the "No service" category, emphasizing the strong retention impact of these offerings.

Internet service type is another key driver. **Fiber optic customers account for the highest proportion of churn**, whereas DSL users demonstrate more stable retention. Customers with **multiple lines and streaming services** show moderate churn, but their influence is lower compared to security and support services.

Demographic analysis indicates that **senior citizens churn at a higher rate** than non-senior customers. Additionally, payment behavior plays a crucial role—customers using **Electronic Check exhibit the highest churn**, while customers on automated payment methods show better retention.

Overall, the analysis concludes that **service adoption, internet plan type, payment methods, and customer demographics** are the most influential factors driving churn.

🎯 **Recommendations – Business Action Plan**

🔹 **1. Promote Value-Added Service Bundles**

- Bundle **Online Security, Tech Support, Backup, and Device Protection** with core plans
- Offer **free trials or discounted bundles** to customers without these services
- Target customers lacking these services, as they form **over 60–70% of churned users**

🔹 **2. Improve Fiber Optic Customer Experience**

- Review **pricing, network performance, and customer complaints** for fiber users
- Introduce **loyalty discounts or service guarantees** to reduce churn in this segment

🔹 **3. Reduce Electronic Check Dependency**

- Encourage customers to switch from **Electronic Check** to **auto-payment options**
- Offer incentives such as **bill discounts or cashback** for automated payments

◆ **4. Retention Strategy for Senior Citizens**

- Design **simplified plans and personalized support** for senior customers

- Provide **priority customer service** to reduce dissatisfaction

◆ **5. Proactive Churn Prevention**

- Identify **high-risk customers early** based on service usage and payment behavior

- Deploy **targeted retention campaigns** before churn occurs