From my survival analysis using the Log-Normal AFT model, I found several factors that significantly affect churn risk. Customers in higher-tier service categories (E-service, Plus service, and Total service) tend to have higher Customer Lifetime Value (CLV) and lower 12-month churn probability compared to Basic service customers. Service adoption also matters: customers without voice or internet services generally show slightly higher CLV, while those using multiple services consistently show longer tenure. Other features like age, income, education, and region also play a role, but the strongest predictors of churn and value are the type of service subscribed and adoption of voice/internet features.

When looking at customer segments, I consider the most valuable customers to be those with high CLV, particularly in Plus service and E-service categories, and with low churn probability. High-value customers are the top 25% by CLV, while high-risk customers are the top 25% by predicted churn probability. Although no customers fell into both categories in my data, the potential annual revenue loss from high-value customers is estimated at $49,684. To reduce this risk, I suggest allocating a retention budget of 15% of that value, around $7,453, to targeted retention campaigns. My recommendations include personalized offers, loyalty programs, and proactive service support for higher-tier customers to lower churn and maximize long-term revenue.