
1. Executive Summary (For Business Stakeholders) and Recommendation

Objective: To present a data-driven roadmap for reducing the current **26.5% churn rate** and maximizing Customer Lifetime Value (CLV).

Key Findings:

- **The "Support-Retention" Correlation:** Our data reveals a stark contrast in retention for customers with technical support. Customers **without Tech Support** have a churn rate of **~41.6%**, whereas those **with Tech Support** enabled churn at only **~15.2%**. This indicates that support services are not just operational costs but critical retention "hooks."
- **Infrastructure Quality Risk:** **Fiber Optic** users are churning at a significantly high rate of **~41.9%** (compared to **~19%** for DSL). This suggests a potential service reliability issue or a price-to-value mismatch in our premium internet segment.
- **Payment & Contract Friction:** The **Electronic Check** payment method is a major red flag, exhibiting a churn rate of over **45%**. Furthermore, **75%** of customers on **Month-to-Month contracts** churned, compared to just **3%** of those on Two-Year plans.

Strategic Recommendations:

1. **Incentivize Long-Term Commitment:** Launch a migration campaign offering a 10% discount to shift Month-to-Month users into 1-Year or 2-Year contracts.
2. **Product Bundling:** Auto-include "Online Security" or "Tech Support" in Fiber Optic plans. Our data shows that bundling these services can reduce churn by nearly **25 percentage points**.
3. **Payment Method Transition:** Offer a one-time "Auto-Pay Credit" to encourage Electronic Check users to switch to Credit Card or Bank Transfer (Automatic), which have significantly lower attrition rates.