

Key Findings

1. **Churn Drivers** - Month-to-month contracts lead to higher churn; long-term contracts improve retention. Electronic check payments are linked to increased churn.
2. **Customer Behaviour** - Customers with dependents and partners are more likely to stay. Paperless billing has minimal impact on churn.
3. **Service Influence** - Fiber optic users churn more (41.89%) than DSL users. Tech support, security, and device protection services help improve retention.
4. **Streaming Services** - Customers using streaming services have higher churn, likely due to cost concerns.
5. **Retention Strategies** - Focusing on long-term contracts, secure payment methods, and bundled value-driven services can help reduce churn.
6. **Customer Support Impact** - Lack of tech support increases churn; improving support accessibility and quality can enhance customer loyalty.
7. **Multiple Service Subscriptions** - Customers with multiple service add-ons (security, device protection) show lower churn rates; promoting bundled services can drive retention.

Recommendations

1. **Promote Long-Term Contracts** - Encourage customers to switch from month-to-month to yearly contracts with discounts.
2. **Optimize Payment Methods** - Offer incentives for more secure and stable payment methods to reduce churn.
3. **Enhance Service Bundles** - Provide value-driven bundles, including tech support and security, to increase retention.
4. **Address Fiber Optic Churn** - Improve service reliability and offer competitive pricing to retain fiber optic users.
5. **Analyze Streaming Service Impact** - Assess pricing strategies to make streaming services more affordable.