### ****Business Recommendations for Reducing Customer Churn****

#### 🎯 ****1. Target Month-to-Month Contract Customers****

* **Insight**: Customers on month-to-month contracts have the **highest churn** rates.
* **Action**:  
  Offer **discounts**, **loyalty rewards**, or **free upgrades** to encourage them to shift to **1-year or 2-year contracts**.
* **Estimated Impact**: Could reduce churn by 10–15% in this segment.

#### 🧾 ****2. Focus on Electronic Check Payment Method Users****

* **Insight**: Customers using **Electronic Checks** churn the most.
* **Action**:  
  Promote **auto-pay via bank transfer or credit card** with small incentives like ₹50 cashback/month or free services.
* **Estimated Impact**: Improve retention in payment-sensitive segments.

#### 🧑‍🤝‍🧑 ****3. Engage Customers Without Partners or Dependents****

* **Insight**: Customers **without partners or dependents** are more likely to churn.
* **Action**:  
  Provide **personalized support**, **community engagement**, and **value-driven bundles** to boost emotional attachment to the service.

#### 📈 ****4. Improve Services in First 6 Months (Low Tenure)****

* **Insight**: Churn is highest in the **first 6–12 months**.
* **Action**:  
  Implement **onboarding calls**, **tutorials**, or **personalized email journeys** to build early loyalty.

#### 📣 ****5. Use Predictive Model for Early Intervention****

* **Model Performance**:
  + **Accuracy**: 78.96%
  + **F1 Score**: 57.1%
  + **ROC AUC**: 83.36%
* **Action**:  
  Use the model to **flag high-risk customers** and **automate alerts** to retention teams for immediate action.

#### 💰 ****6. Financial Impact Estimation****

* Assume you retain **1,000 customers** more per year via these strategies:
  + If **ARPU** (Avg. Revenue Per User) is ₹500/month → ₹6,000/year
  + **Retention impact** = ₹60,00,000/year revenue saved