

Detailed RFM Report

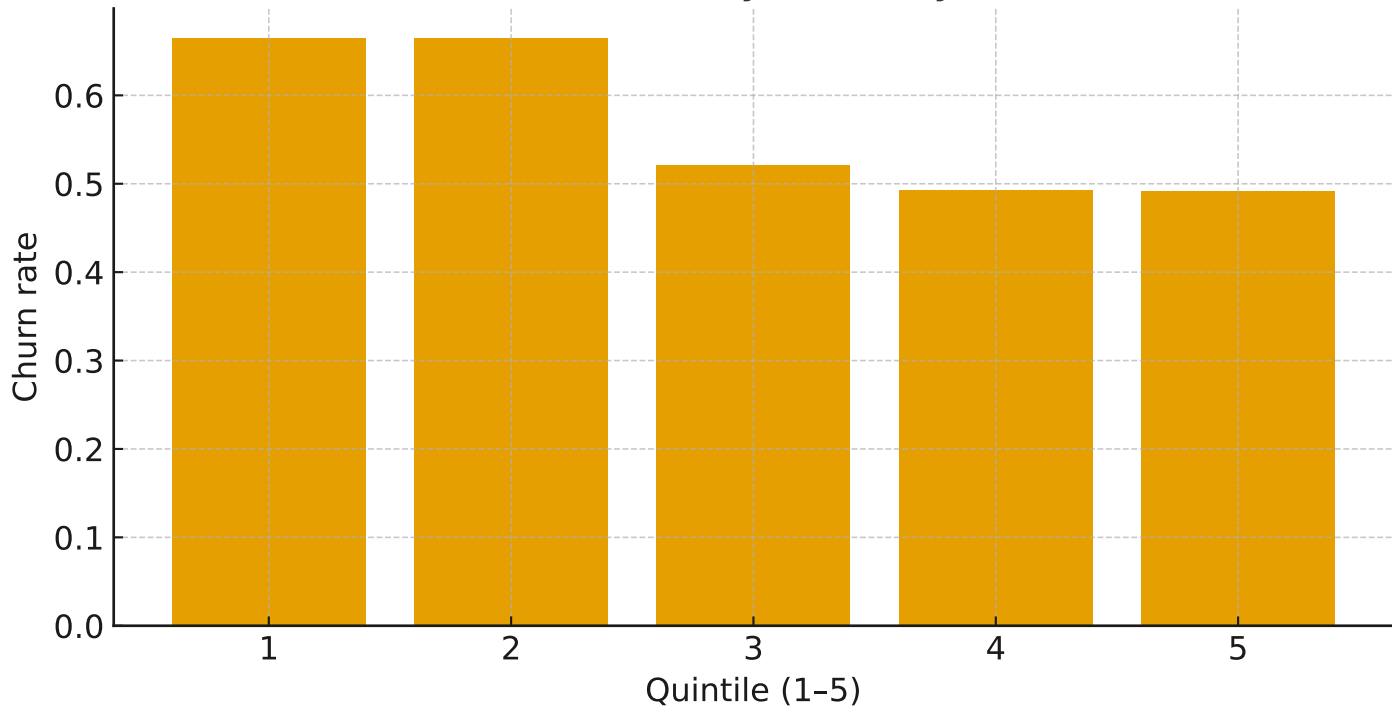
Total labeled customers: 440,832

Overall churn rate: 56.7%

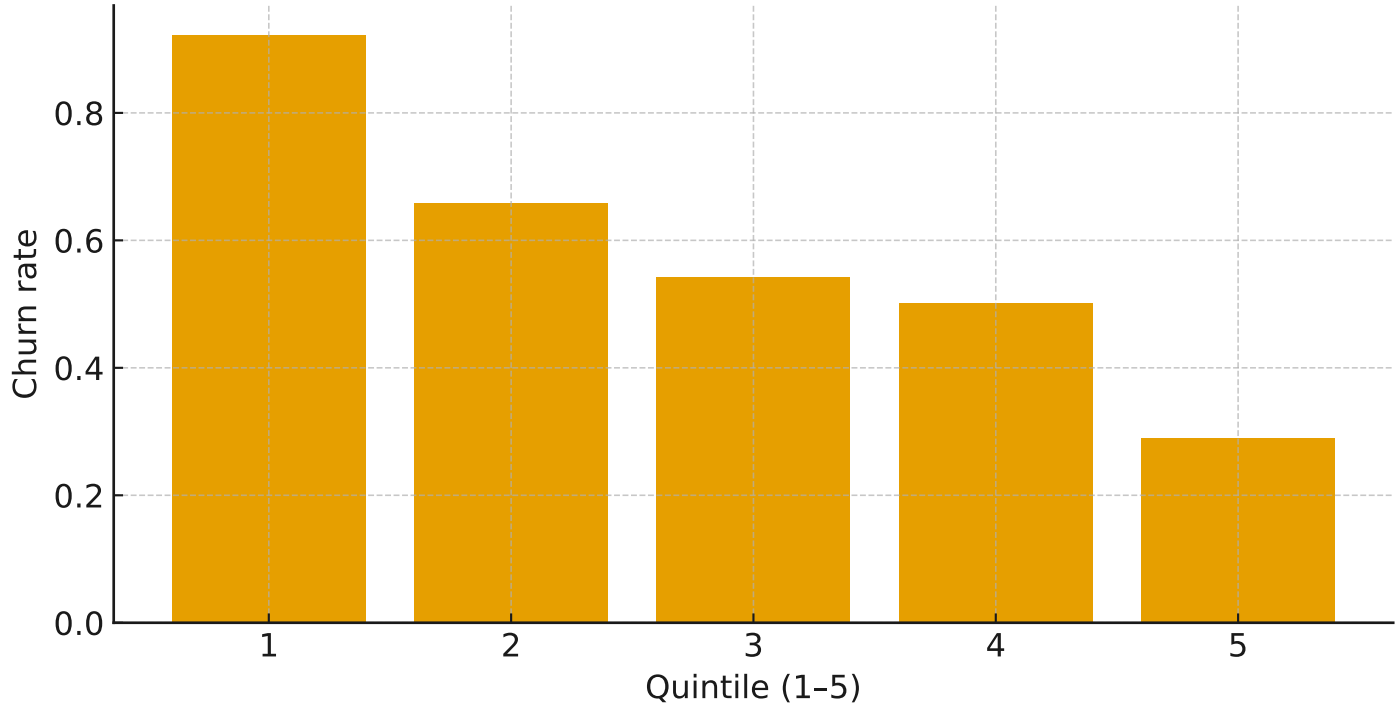
Scoring:

- R (Recency): higher is more recent
- F (Frequency): $0.7 \times \text{usage} + 0.3 \times \text{few-calls}$
- M (Monetary): higher spend

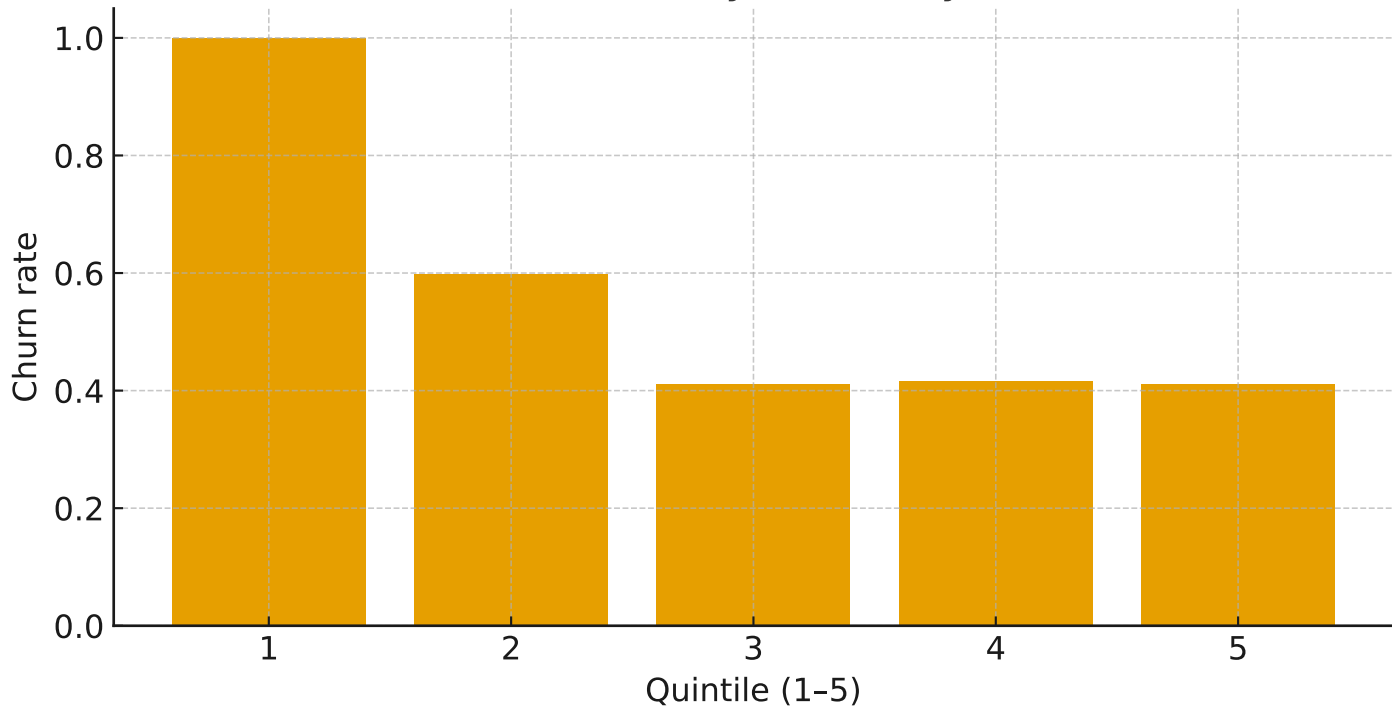
Churn rate by Recency (R)



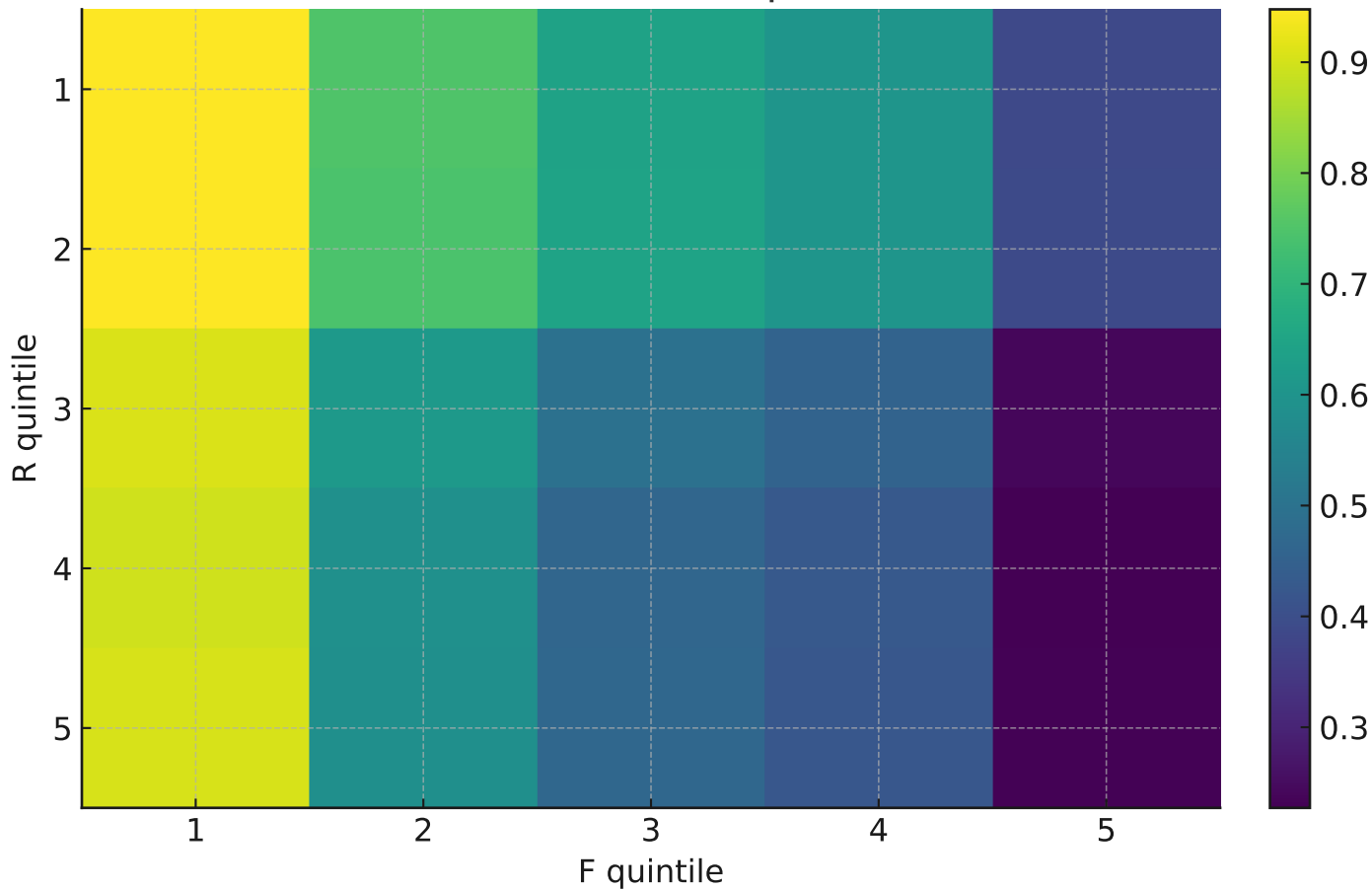
Churn rate by Frequency (F)



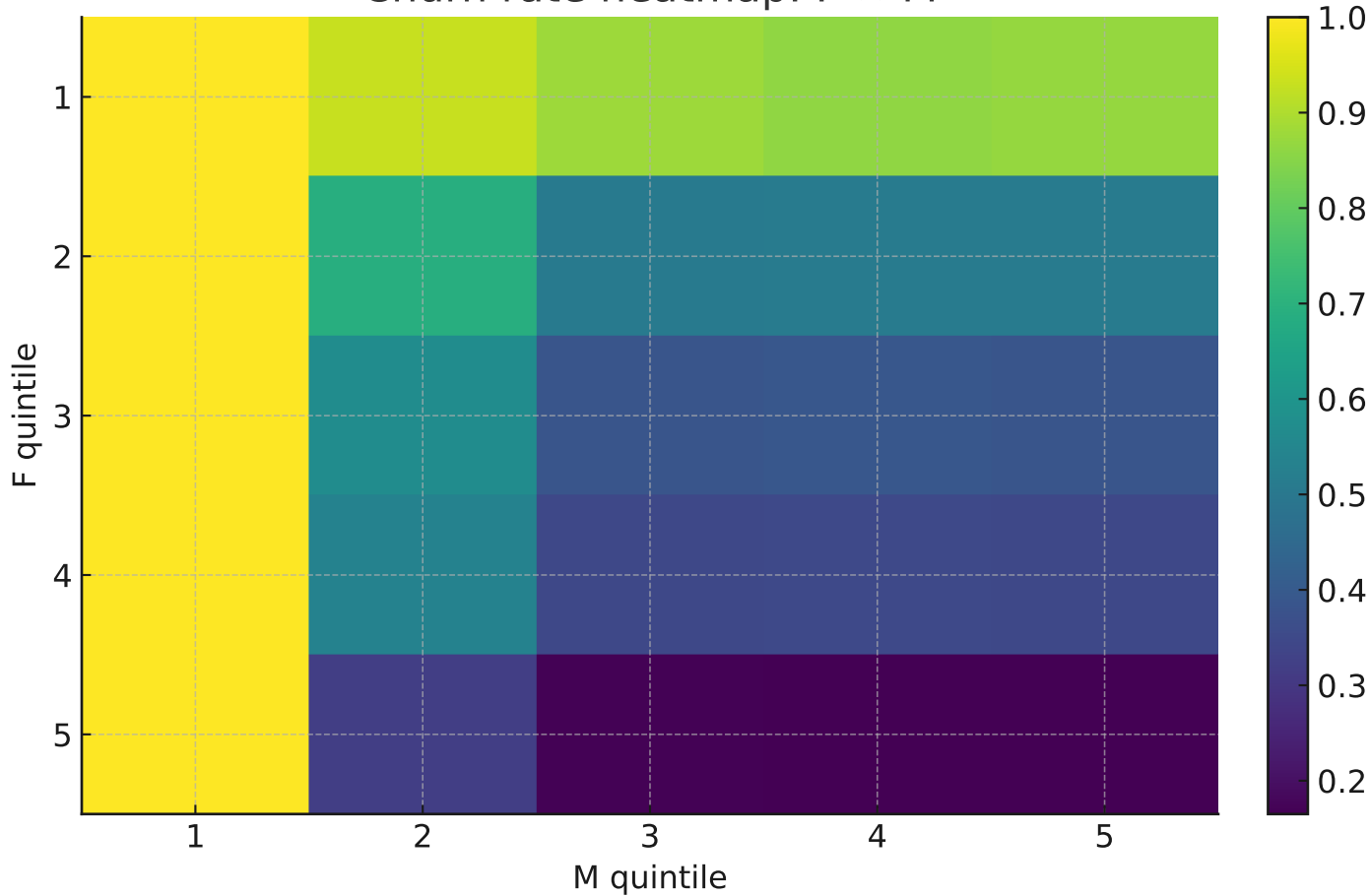
Churn rate by Monetary (M)



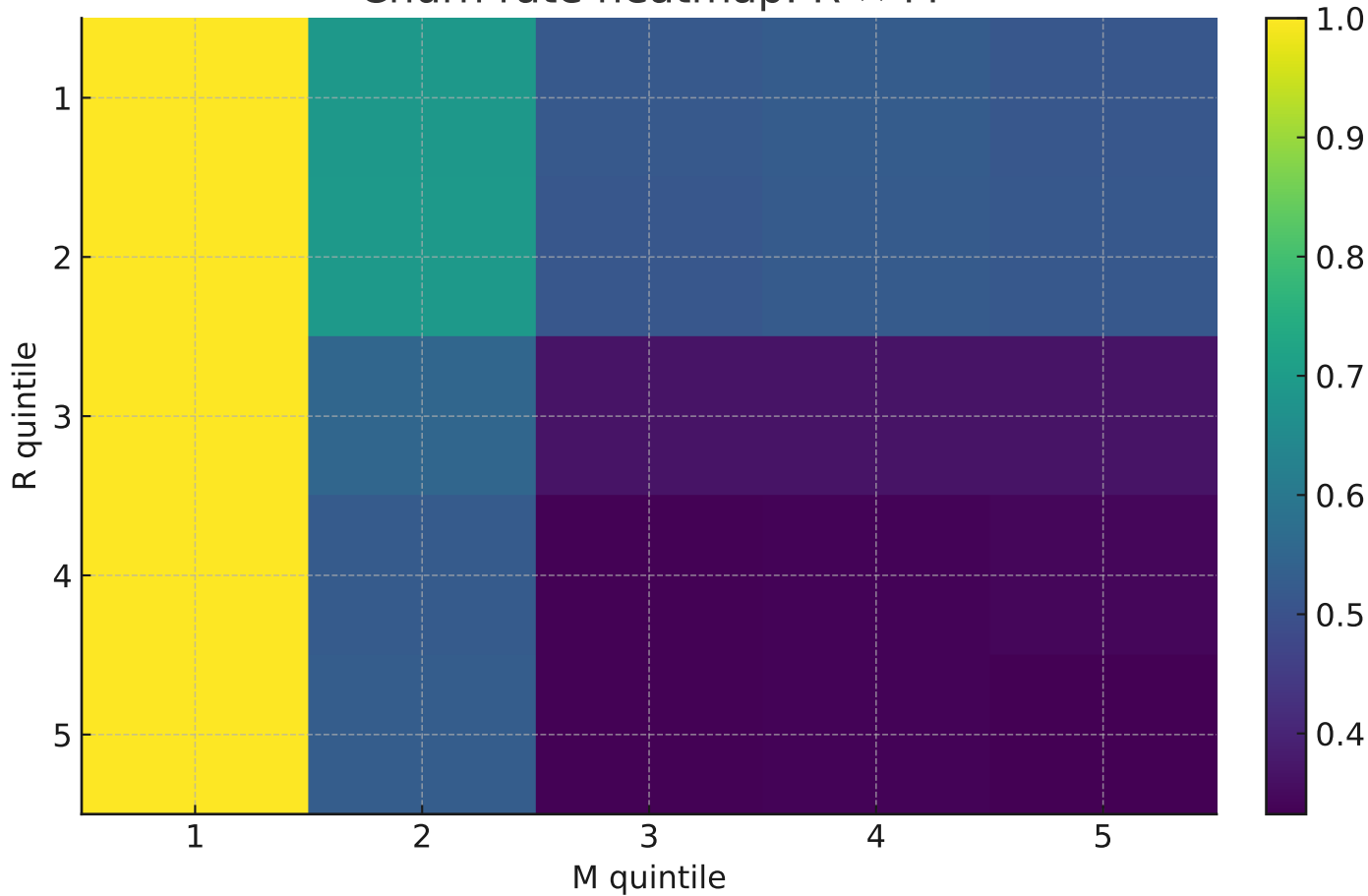
Churn rate heatmap: R \times F



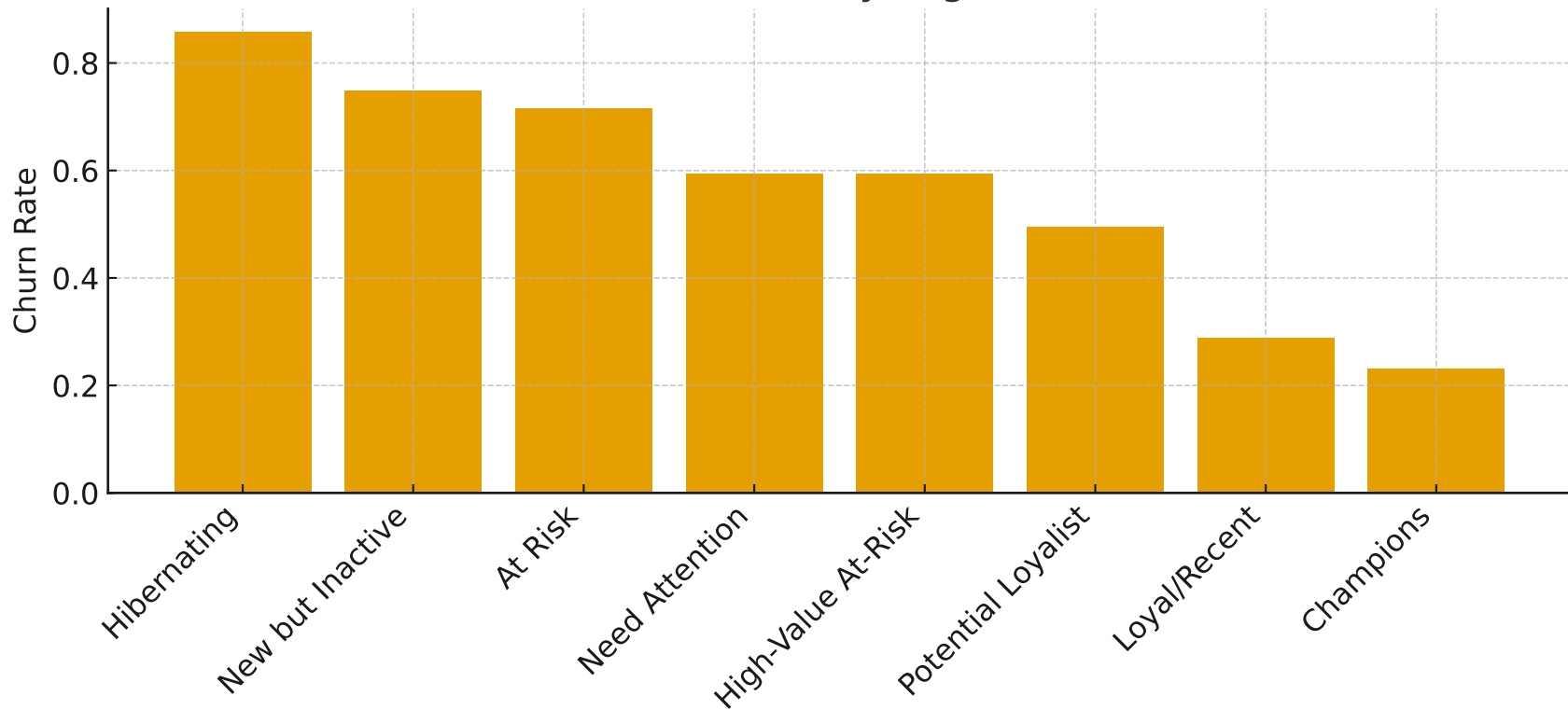
Churn rate heatmap: F \times M



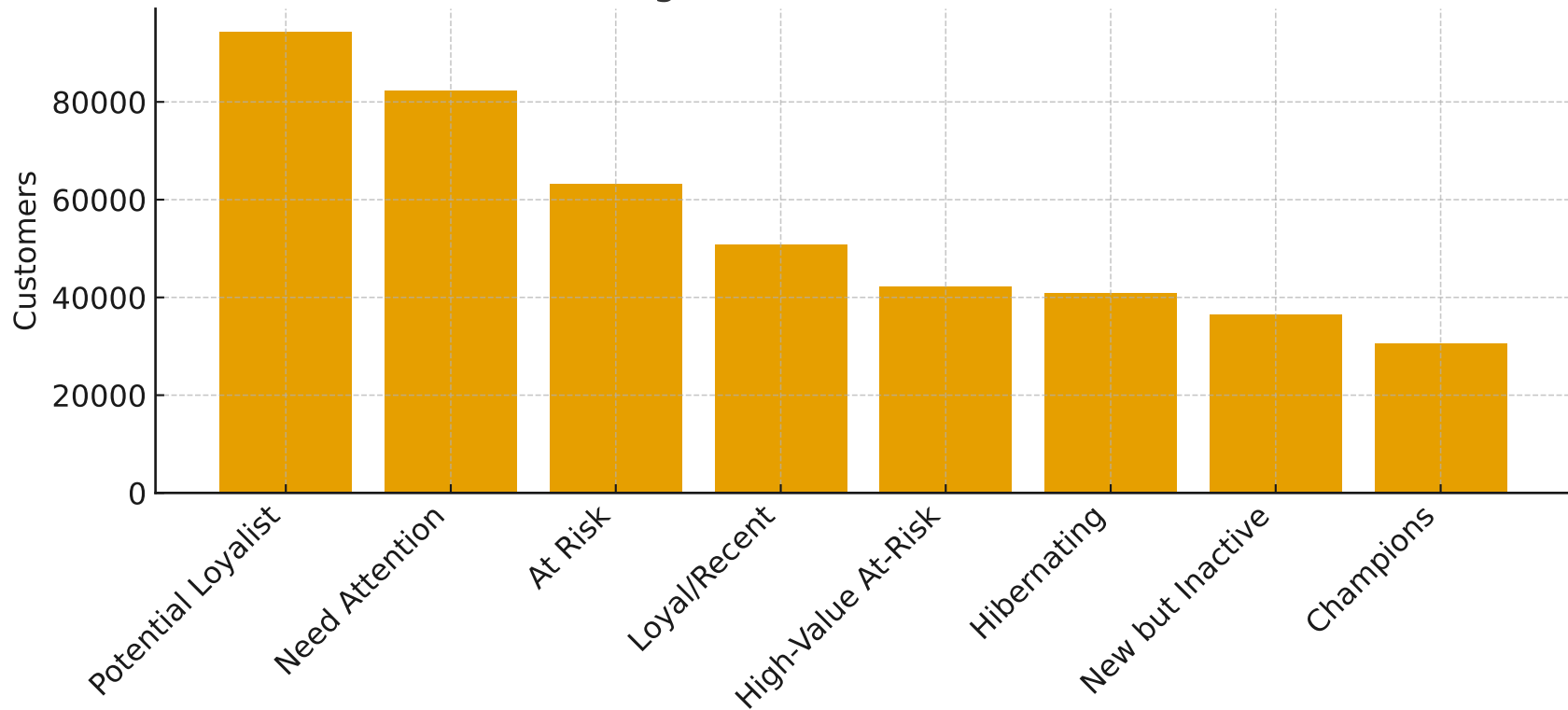
Churn rate heatmap: R \times M



Churn rate by segment



Segment size (customers)



Risk volume (size × churn)

