Overview

50K	**4K**	**$ 4.38M**	**$ 4.23M**
Total Customers	Churned Customers	Revenue at Risk	Churned Premium

Avg Churn Probability

7.96%

0.00%   100.00%

Churn Rate %

7.94 %

0.00 %   100.00 %

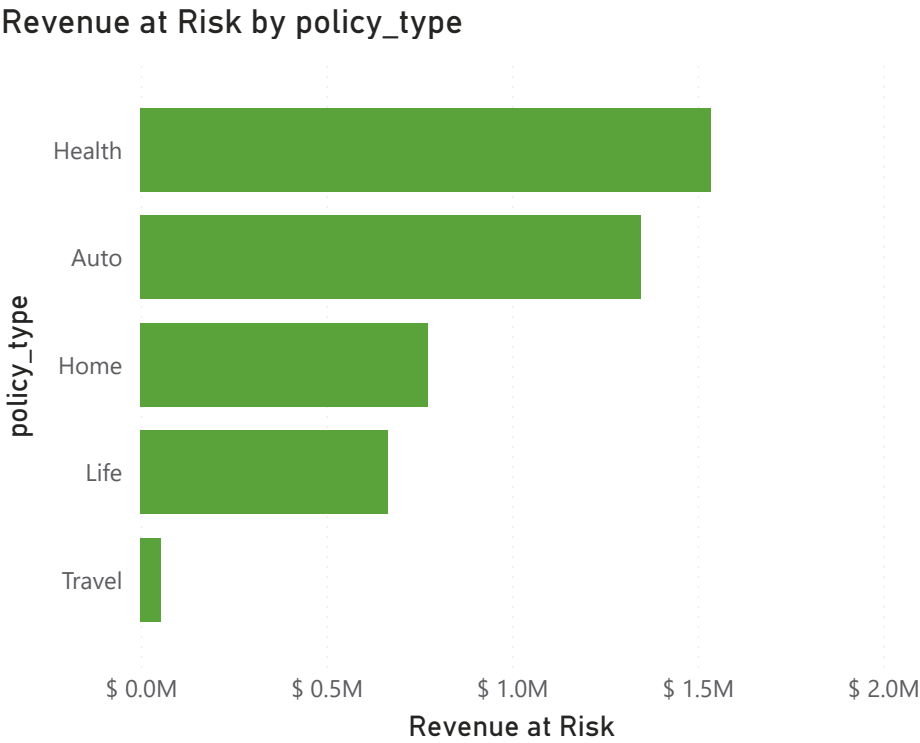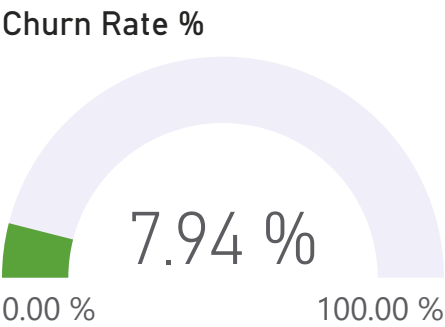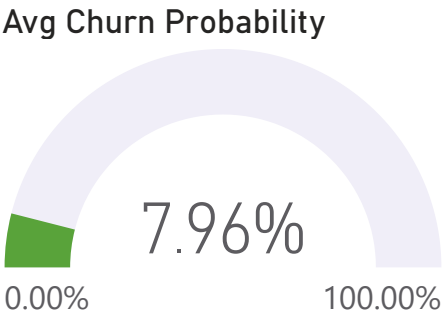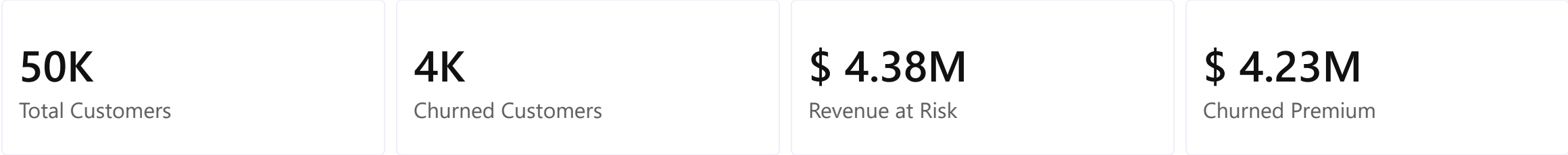## Revenue at Risk by policy_type

Revenue at Risk by region_name_nz

Churn by segment

The page answers "who churns?" by segmenting churn rate and volume by region, age band, policy type, and tenure

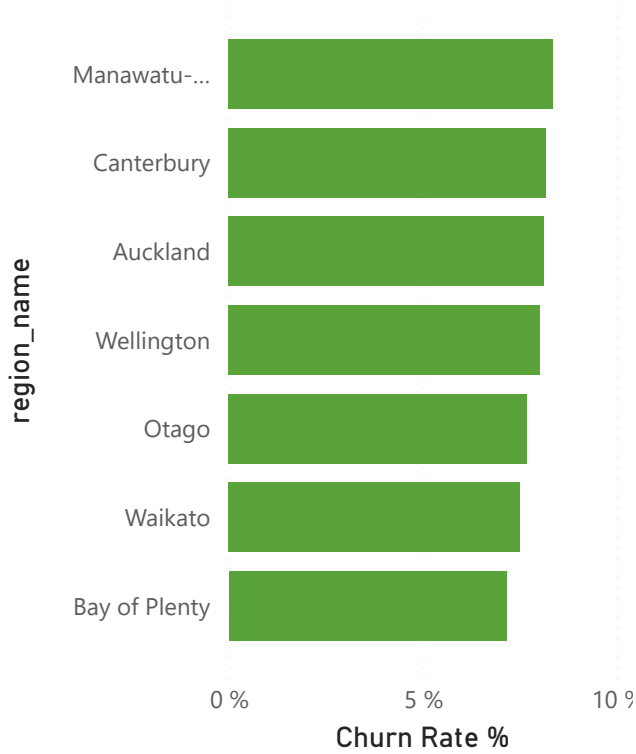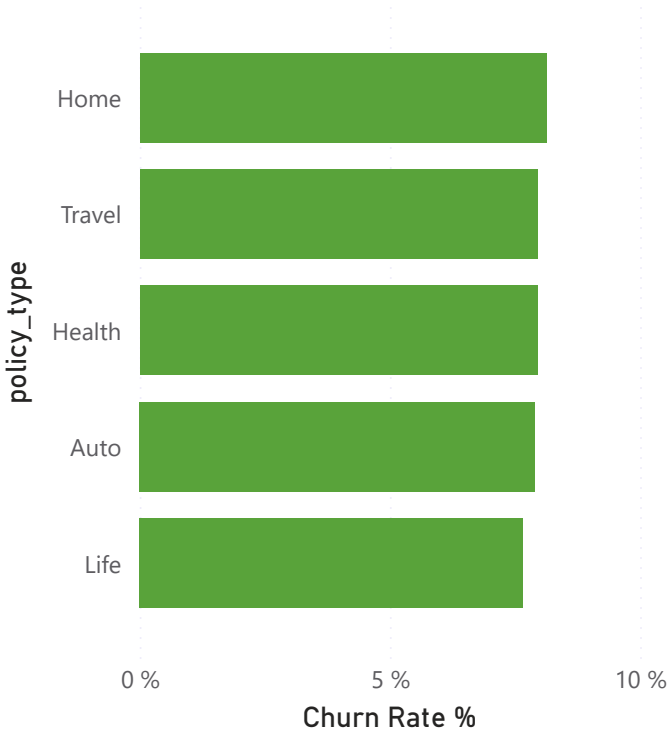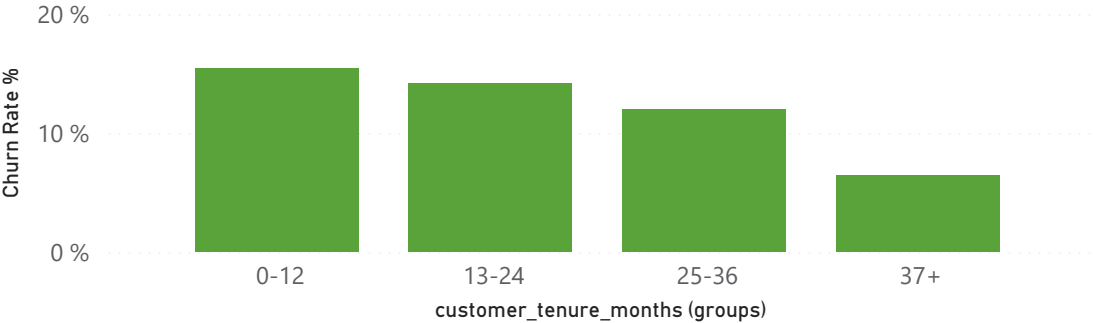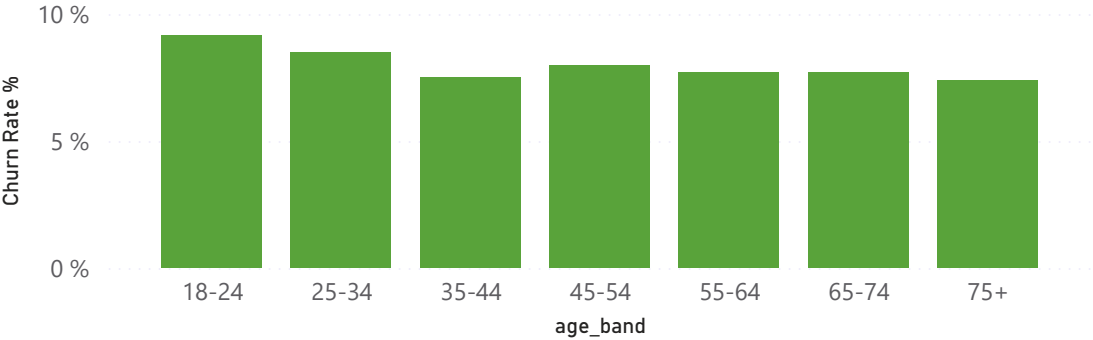| 50K	7.94 %	4K	$ 1.05K
Total Customers	Churn Rate %	Churned Customers	Avg Premium

Churn Rate % by region_name

Churn Rate % by policy_type

Churn Rate % by customer_tenure_months (groups)

Churn Rate % by age_band

Premium & tenure

The page focuses on premium levels, premium changes, tenure bands, and how they relate to churn (value and loyalty)

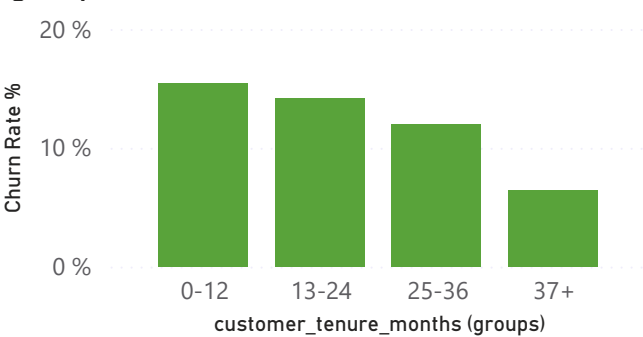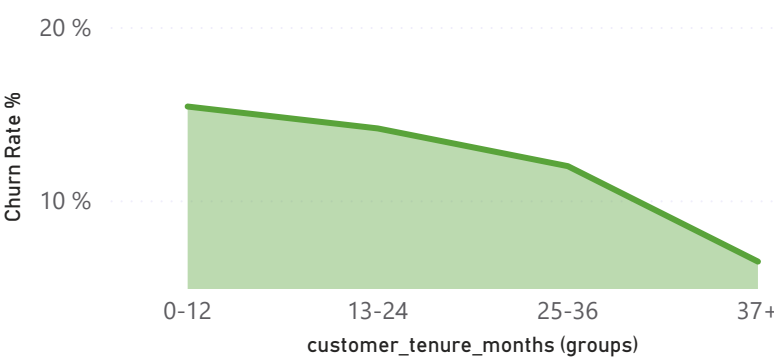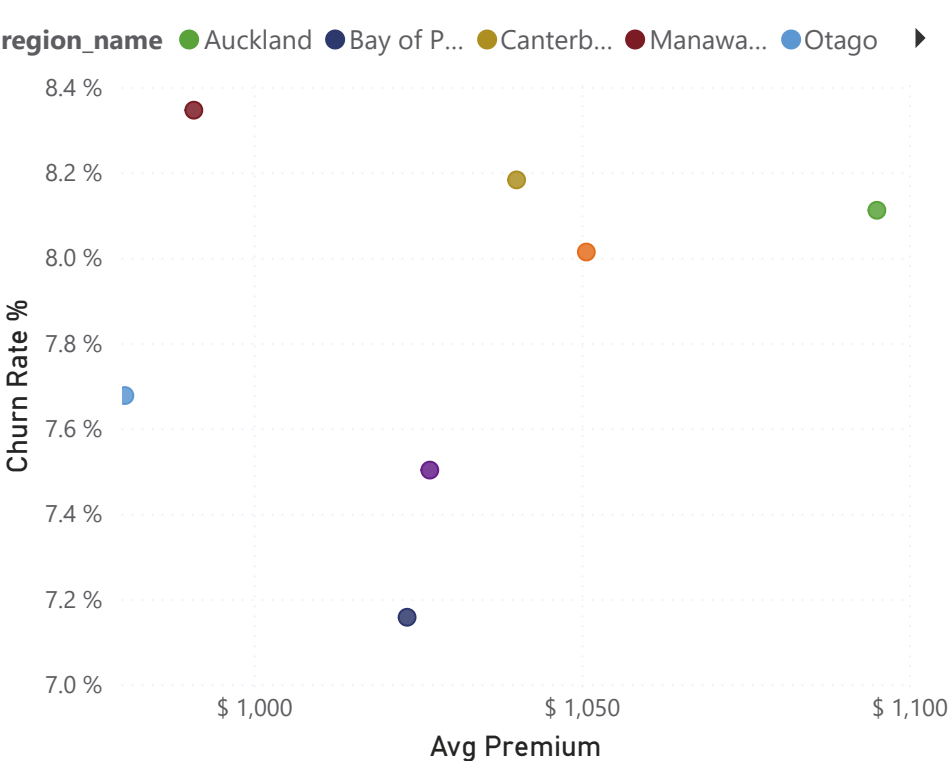| $ 52.39M	$ 1.05K	$ 4.23M	0.06 %	90
Total Premium	Avg Premium	Churned Premium	Avg Premium Change %	Avg Tenure months

Churn Rate % by customer_tenure_months (groups)

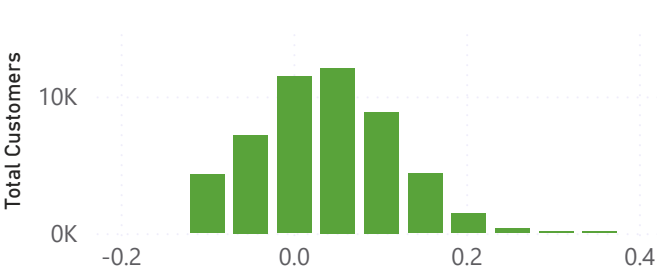## Churn Rate % by customer_tenure_months (groups)

Avg Premium and Churn Rate % by region_name

region_name ● Auckland ● Bay of P... ● Canterb... ● Manawa... ● Otago ▶

Total Customers by premium_change_pct (bins)

Churn Rate % by premium_change_pct (bins)
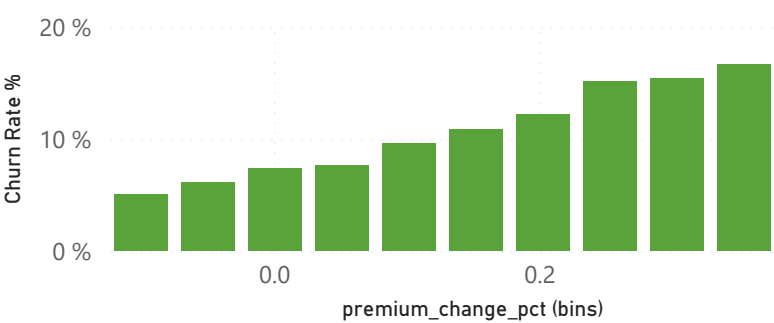
Engagement & Claims

The page focuses on complaints, payment behaviour, contacts, and claims as signals for churn

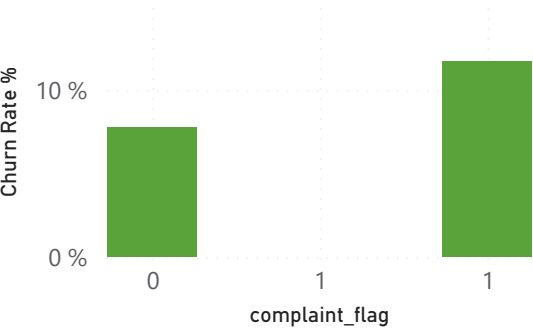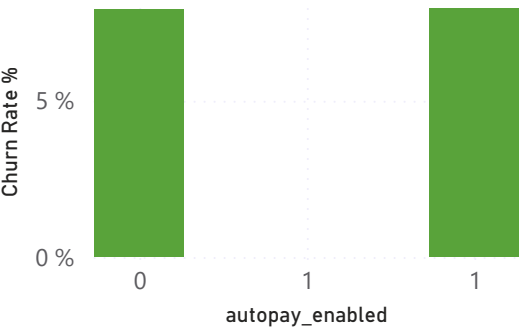| 2K	11.72 %	33K	7K	8.58 %
Customers with Complaint	Churn Rate Complainers %	Customers Autopay	Customers with Claims	Churn Rate With Claims %

Churn Rate % by complaint_flag

Churn Rate % by autopay_enabled

Churn Rate % by num_claims_12m

region_name	Avg Claim Amount	Total Payout 12m	Avg Settlement Days	Total Claims 12m
Otago	$ 7,392.74	$ 2,456,069.24	18	554
Manawatu-Whanganui	$ 7,362.27	$ 2,703,174.19	18	573
Canterbury	$ 7,318.90	$ 5,626,670.58	18	1,207
Waikato	$ 7,259.02	$ 3,943,365.33	18	857
Wellington	$ 7,217.81	$ 4,707,997.14	18	1,039
Bay of Plenty	$ 7,201.53	$ 3,124,426.14	18	637
Auckland	$ 7,163.32	$ 11,229,272.09	18	2,411
Total	**$ 7,245.43**	**$ 33,790,974.71**	**18**	**7,278**

complaint_flag	Total Customers	Churned Customers	Churn Rate %
⊟ **0**	**47,970**	**3,730**	**7.78 %**
0	16,750	1,297	7.74 %
1	31,220	2,433	7.79 %
⊟ **1**	**2,030**	**238**	**11.72 %**
0	730	87	11.92 %
1	1,300	151	11.62 %
Total	**50,000**	**3,968**	**7.94 %**

Risk

The page focuses on churn probability and high-risk customers

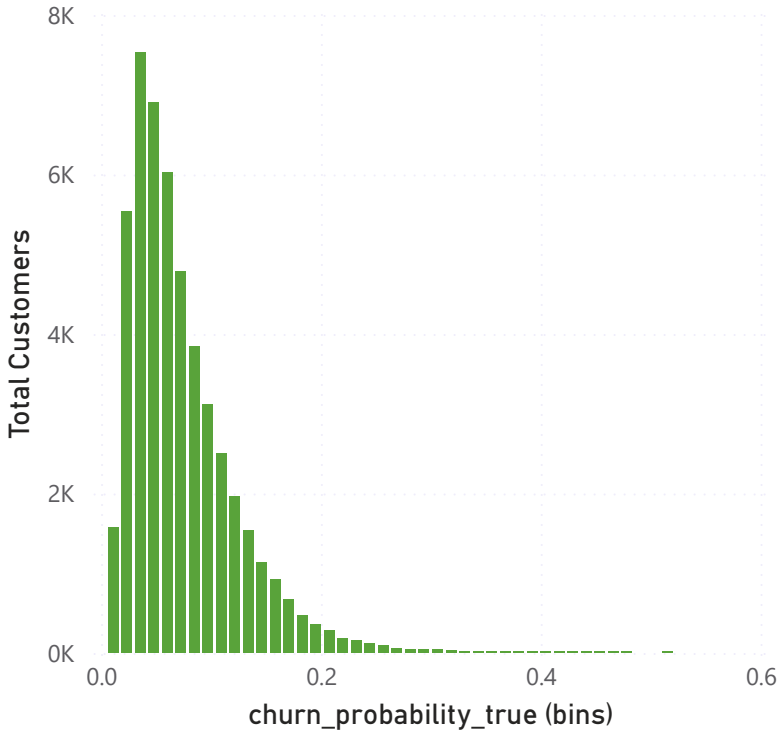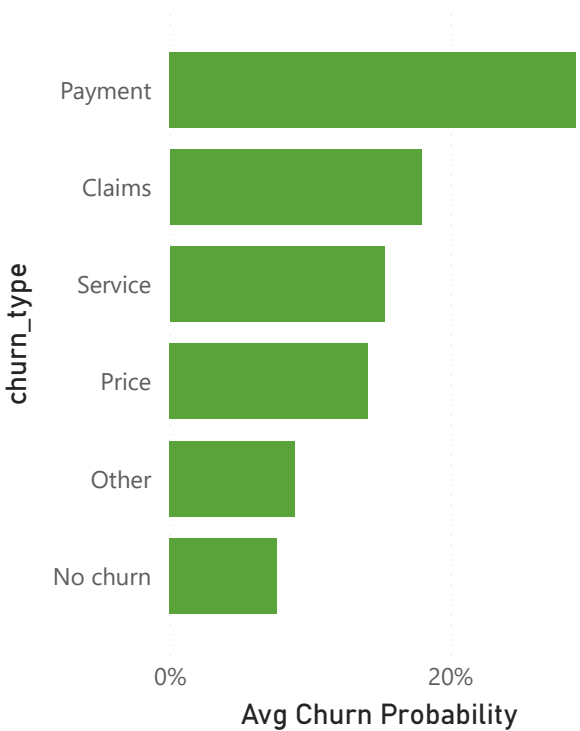| 194	0.39 %	$ 231.01K	$ 4.38M	7.96%
High Risk Customers	High Risk %	Premium at High Risk	Revenue at Risk	Avg Churn Probability

Total Customers by churn_probability_true (bins)

Avg Churn Probability by churn_type

Low Risk Customers, Medium Risk Customers and High Risk Customers

● Low Risk Customers ● Medium Risk Customers ● High Risk Customers