

## **Slide 1: Business Problem**

Churn erodes ARR... (condensed due to space)

## **Slide 2: Data & Methodology**

Customer data + synthetic events...

## **Slide 3: Model Performance**

XGBoost AUC 0.8994...

## **Slide 4: SHAP Insights**

Top drivers...

## **Slide 5: Recommendations**

Fix onboarding, reduce errors...

## **Slide 6: Roadmap**

Deploy dashboard...