This dashboard helps identify clients who are at risk of not returning, enabling targeted outreach and better program planning.

Total Clients

1007
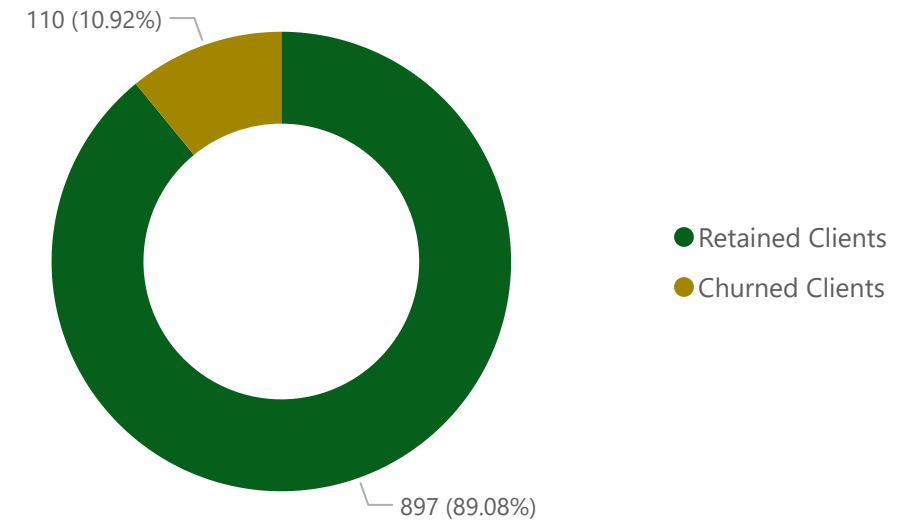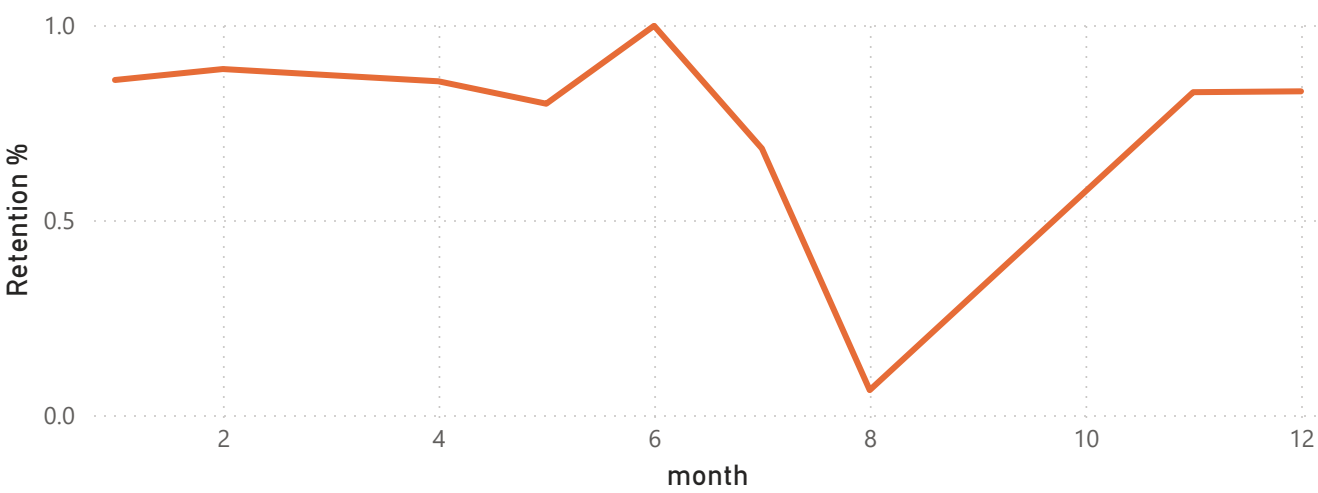
897
Retained Clients

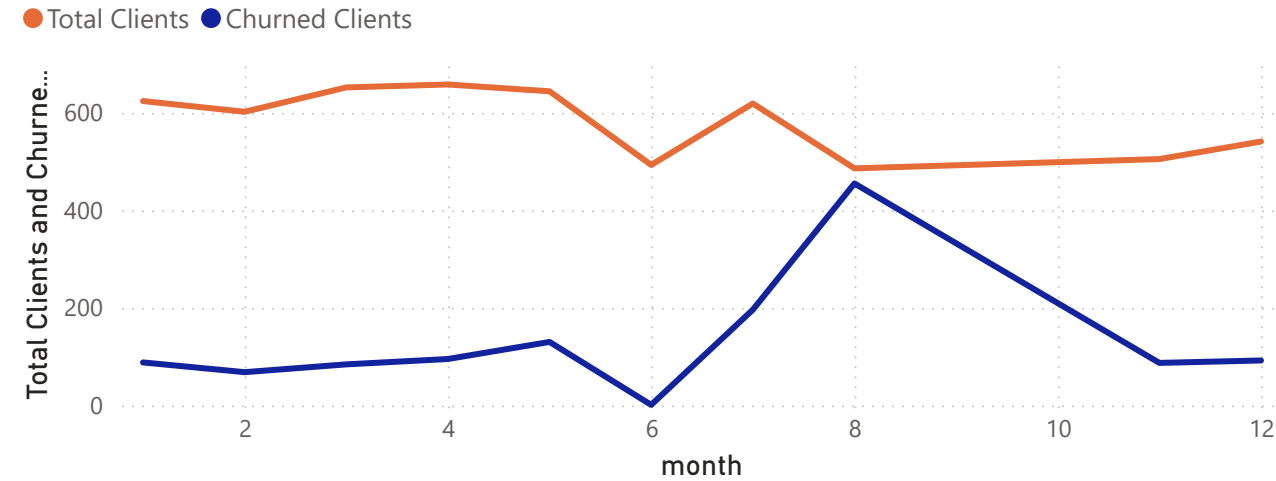**0.89**
Retention %

110
Churned Clients

0.11
Churn %

Returned Vs Churned

110 (10.92%)

897 (89.08%)

- Retained Clients
- Churned Clients

Retention % by month

Total Clients and Churned Clients by month

● Total Clients ● Churned Clients

return_binary	sex	age_group	preferred_contact_methods	dependents_qty
No	Female	[20, 25)	Email	1
No	Female	[20, 25)	SMS	1
No	Female	[20, 25)	SMS	2
No	Female	[20, 25)	SMS	3
No	Female	[20, 25)	SMS	5
No	Female	[20, 25)	SMS	7
No	Female	[20, 25)	SMS , WhatsApp	1
No	Female	[25, 30)	Email	2
No	Female	[25, 30)	Email	4
No	Female	[25, 30)	Email , WhatsApp	2
No	Female	[25, 30)	SMS	1
No	Female	[25, 30)	SMS	2
No	Female	[25, 30)	SMS	3
No	Female	[25, 30)	SMS	4
No	Female	[25, 30)	SMS	5
No	Female	[25, 30)	SMS	9
No	Female	[25, 30)	SMS , Email	4
No	Female	[25, 30)	SMS , WhatsApp	2
No	Female	[25, 30)	SMS , WhatsApp	4
No	Female	[25, 30)	WhatsApp	4
No	Female	[25, 30)	WhatsApp	5
No	Female	[25, 30)	WhatsApp , SMS , Phone Call	1

Retention % by age group

Retention % by sex

0.88325991... (49.62%)

0.89692585... (50.38%)
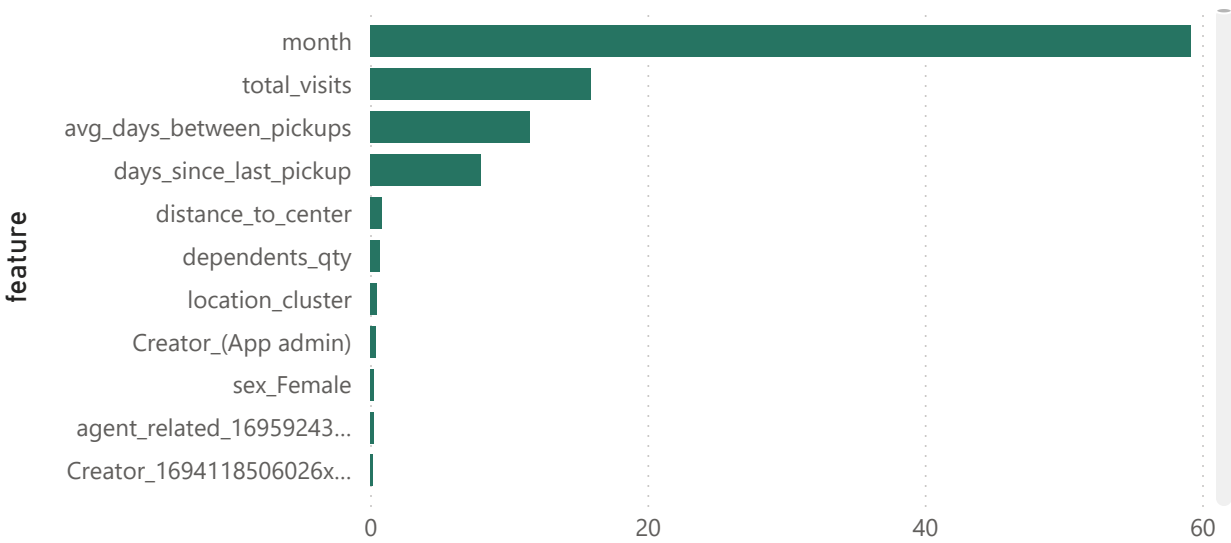
sex
- ● Male
- ● Female
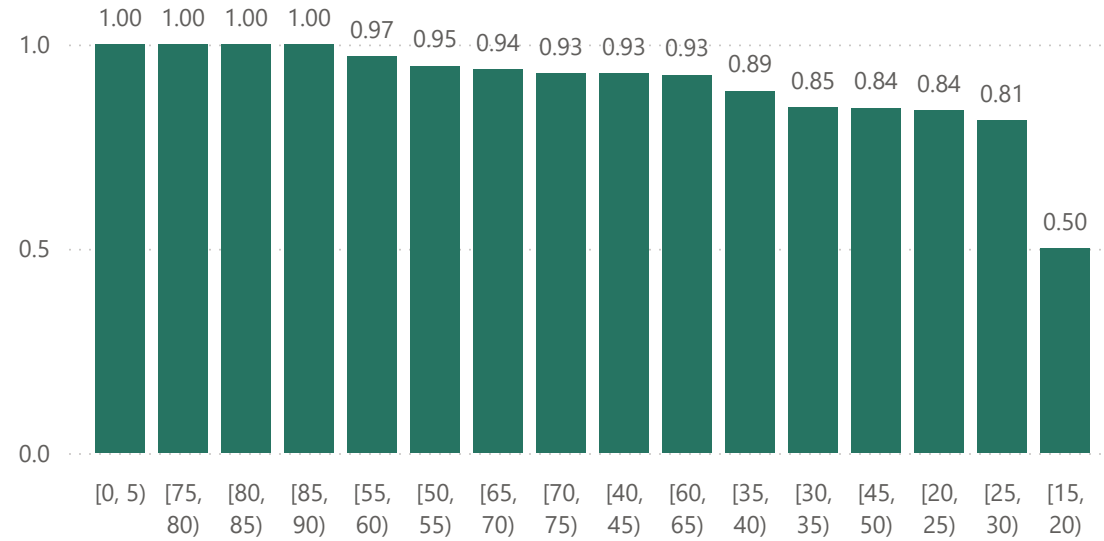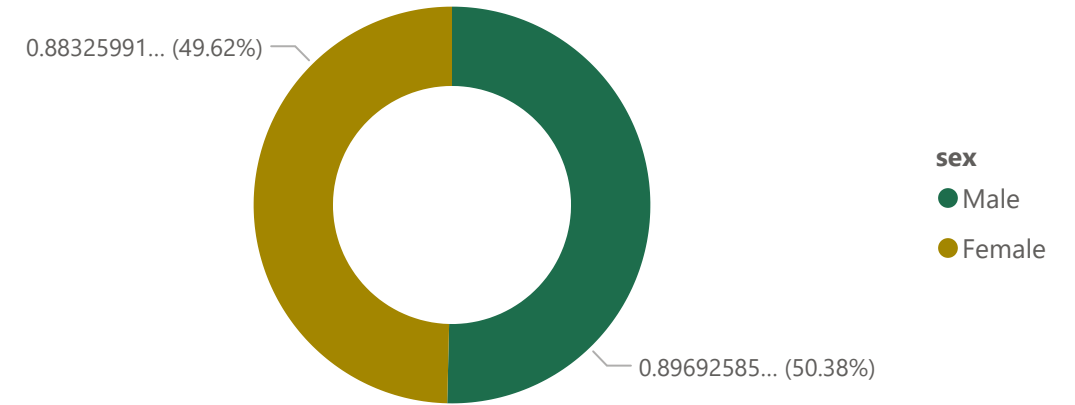
Retention Rate by preferred_languages
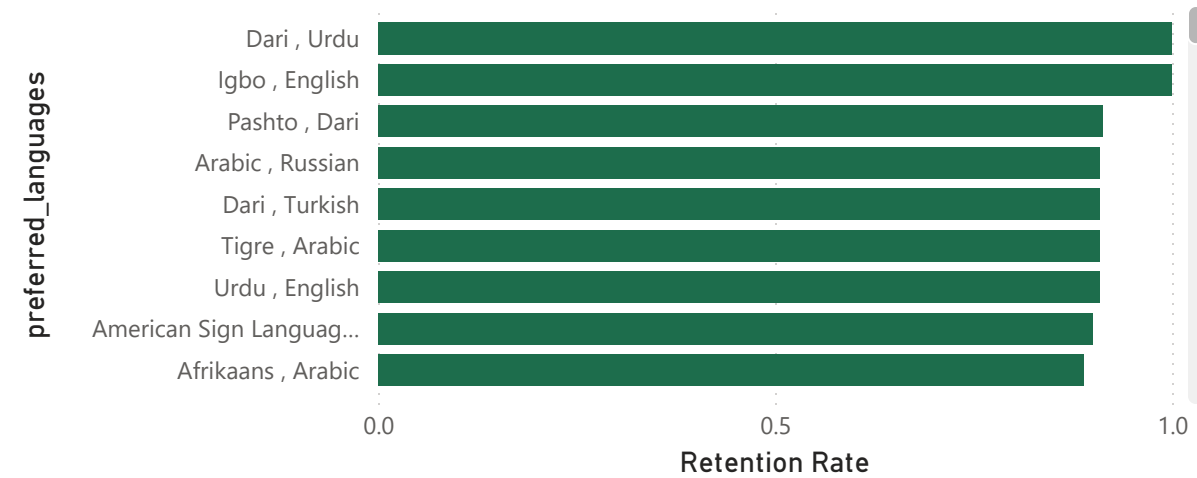
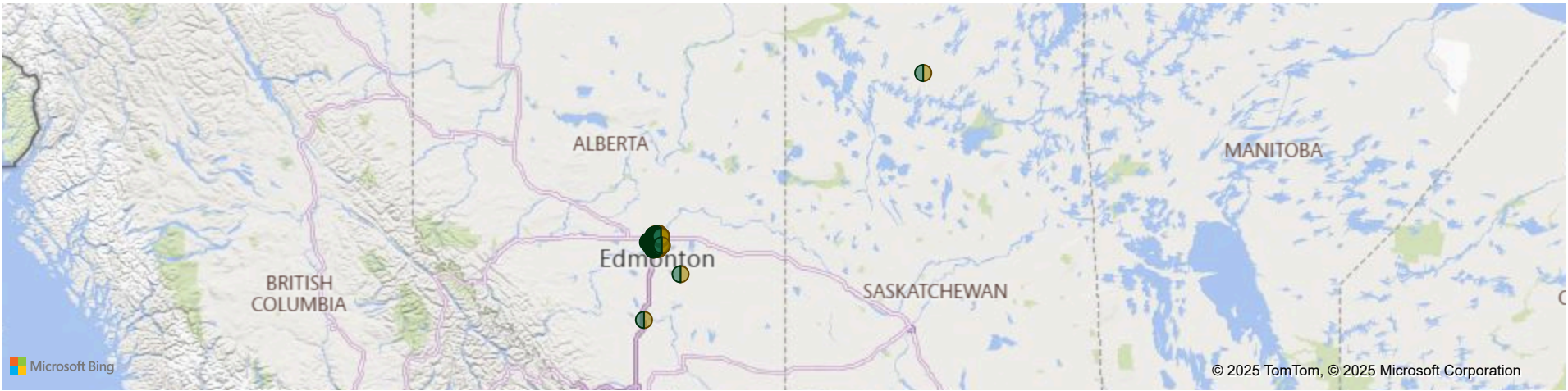## Retention % by location_cluster
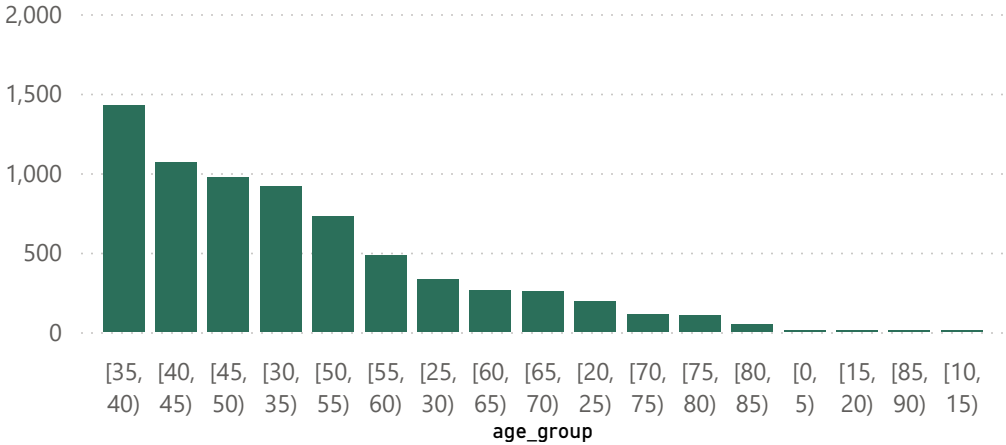
Feature Importance
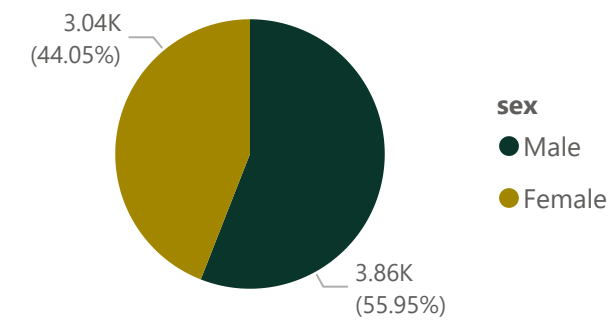

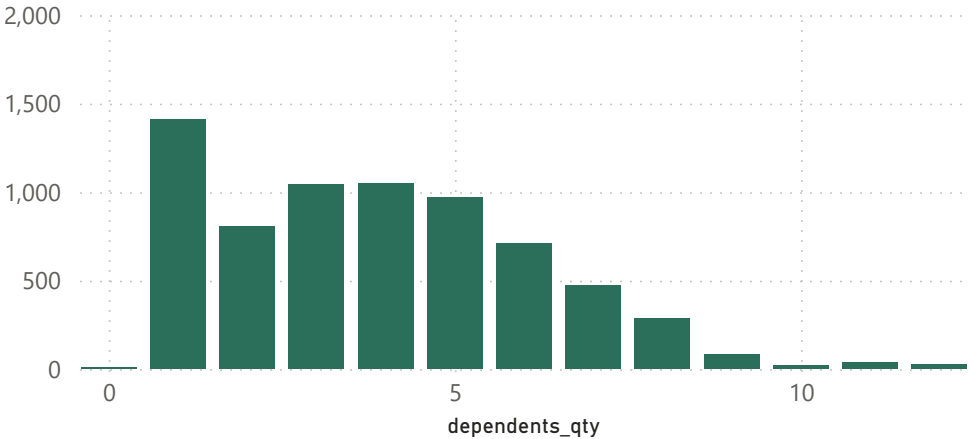## Retention rate by location
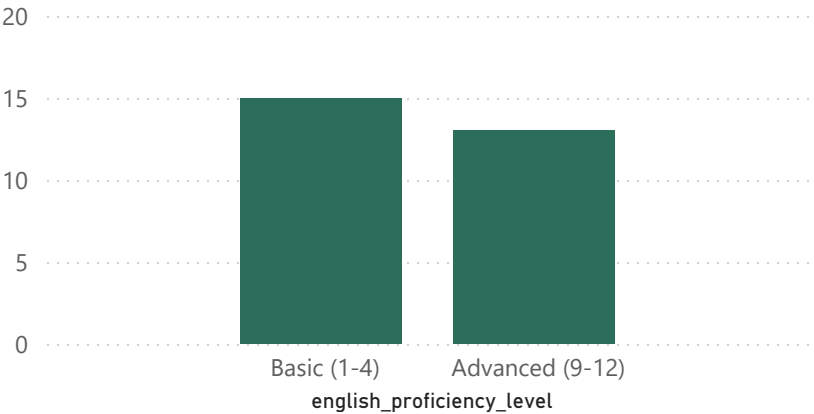
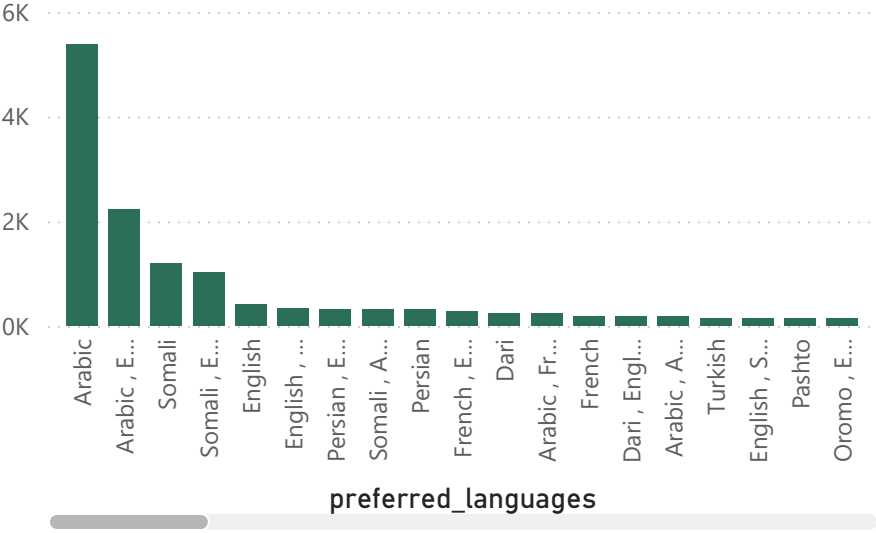Retained ● No ● Yes

CLIENT ID

All

AGE

GENDER

DEPENDENT QUANTITY

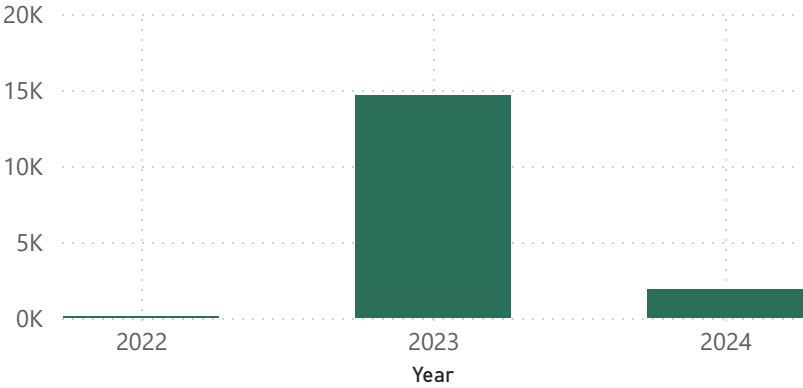
ENGLISH PROFICIENCY

PREFERRED LANGUAGES

preferred_languages

PREFERRED CONTACT METHOD BY CLIENTS

preferred_contact_methods

CONTACT FREQUENCY

0.02K (0.92%)

2.6K (99.08%)
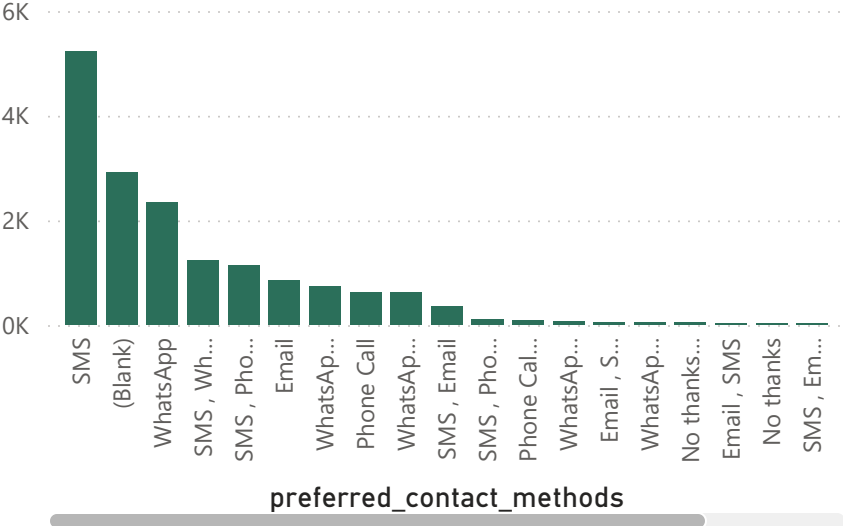
contact_frequency
● Monthly
● Weekly
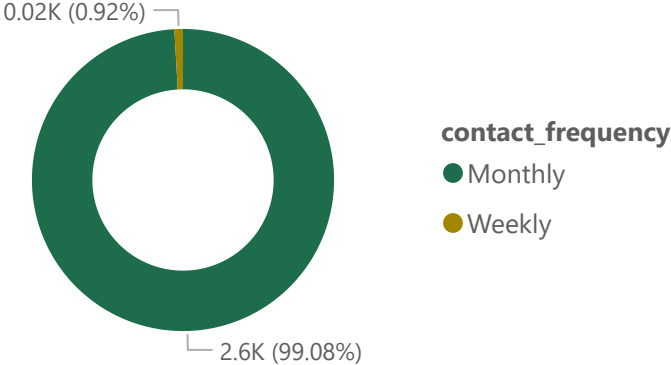
CLIENT CREATION BY YEAR

CLIENT STATUS