




EdRetain

Smart Churn Prediction & Retention Analytics


Welcome Back

Sign in to access your analytics dashboard

Email Address

 anna@edretain.com

Password

 Enter your password

Sign In

Demo Credentials:

Email: anna@edretain.com

Password: demo

EdTech Premium User Retention System

Last 4 months

Search by learner name...

Active Premium Learners

2,847

+12% from last month

At-Risk Learners

342

8 new this week

Average Retention Rate

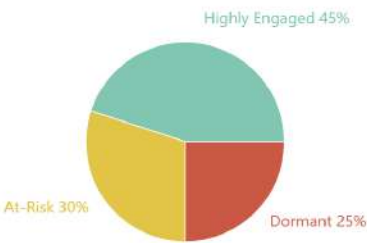
80.5%

-2.3% from last month

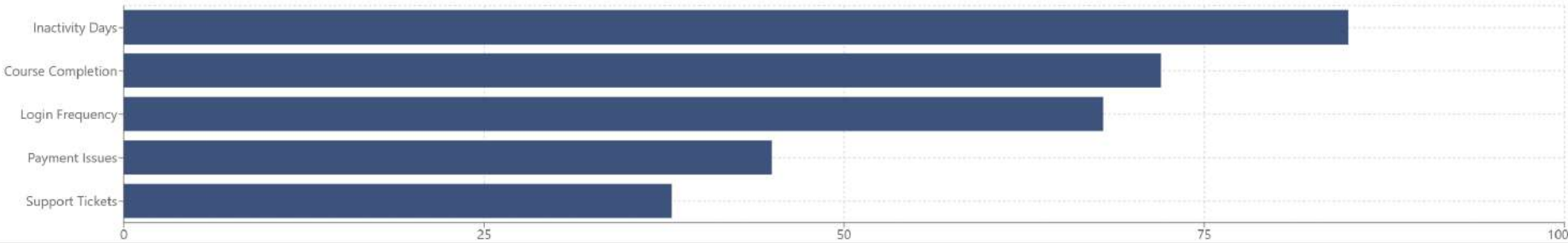
Retention and Churn Trend Over Time



Learner Segmentation by Engagement Level



Top Features Driving Churn



Learner Segmentation Explorer

RFM Analysis

Behavioral view based on recency, frequency, and value

K-Means Segmentation

Groups learners into segments for targeted actions

Churn Prediction

ML models estimate churn probability per segment

All Countries



All Segments



All Activity Levels



Premium Learners

Name	Country	Segment	RFM Score	CLV (\$)	Churn Risk (%)	Last Active
John Doe	Armenia	Highly Engaged	485	\$2,450	15%	2 hours ago
Aram Hakobyan	Armenia	At-Risk	320	\$1,840	78%	5 days ago
Sarah Smith	USA	Highly Engaged	512	\$3,200	12%	1 hour ago
Maria Garcia	Spain	Medium	398	\$2,100	42%	3 days ago
Lilit Petrosyan	Armenia	Dormant	180	\$890	92%	15 days ago
David Chen	China	Highly Engaged	495	\$2,780	18%	4 hours ago

High-Risk Learners

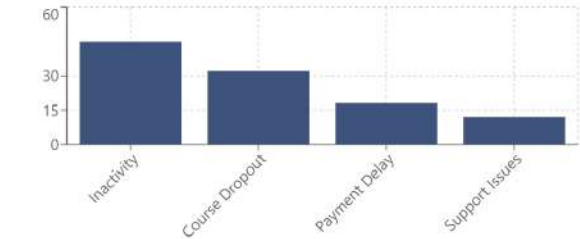
⚠️ 8 new premium learners identified as high-risk this week.

>70% Risk All Subscriptions

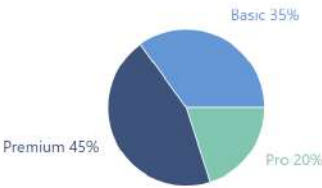
High-Risk Learner List

Name	Segment	Days Inactive	Churn Probability	Action
John Doe	At-Risk	15	85%	Email Discount
Aram Hakobyan	Dormant	23	90%	Email Discount
Lisa Anderson	At-Risk	12	78%	Email Discount
Tigran Sargsyan	Dormant	18	88%	Email Discount
Emma Wilson	At-Risk	9	72%	Email Discount
Davit Avetisyan	Dormant	25	93%	Email Discount

Reasons for Churn



Churn by Tier



Retention Campaigns Overview

+ Create New Campaign

Active & Recent Campaigns

Campaign	Target Segment	Launch Date	Open Rate	Retention Lift	ROI	Status
Re-engagement Email	At-Risk	2024-10-15	42%	+8%	250%	Active
Discount Offer	Dormant	2024-10-20	38%	+12%	320%	Active
Feature Announcement	Highly Engaged	2024-11-01	65%	+5%	180%	Active
Course Completion Bonus	Medium	2024-09-25	51%	+10%	290%	Completed
Feedback Survey	All	2024-10-05	48%	+3%	120%	Completed

Campaign Performance Comparison



Predictive Insights

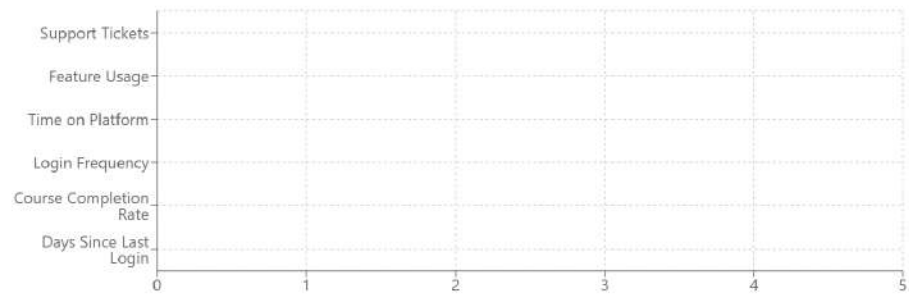
Model Accuracy
87.5%

Precision
84.2%

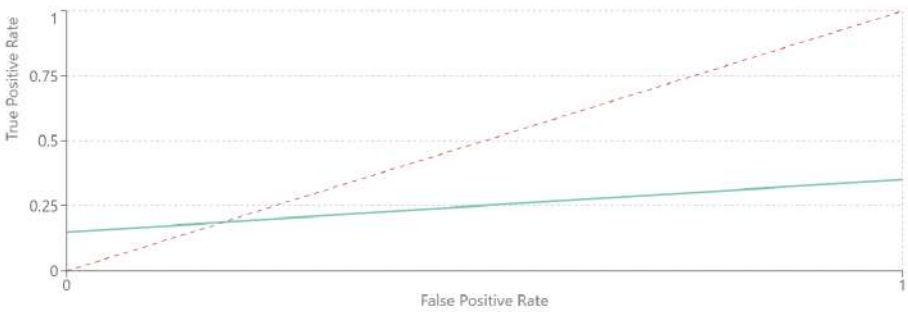
Recall
89.8%

AUC-ROC Score
0.91

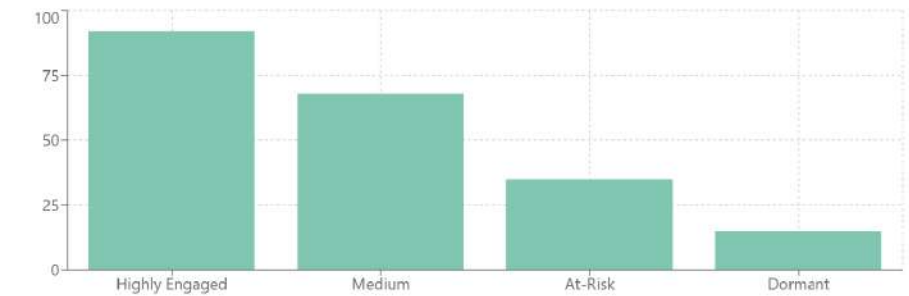
Feature Importance



Churn Prediction Accuracy (ROC Curve)









Segment-wise Retention Probability



Survival Curve (Expected Subscription Duration)



-  Dashboard
-  Learners
-  Risk
-  Campaigns
-  Analytics
-  Feedback

Feedback & Continuous Learning

System Status



Last data refresh
3 hours ago



Refresh Now

Submit Feedback

Your observation or suggestion

Share your insights about the model, dashboard, or retention strategies...

Select category

Choose a category



Submit Feedback