



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

Dashboard

Learners

Risk

Campaigns

Analytics

Feedback

Last 4 months

Search by learner name...

Active Premium Learners

2,847
+12% from last month

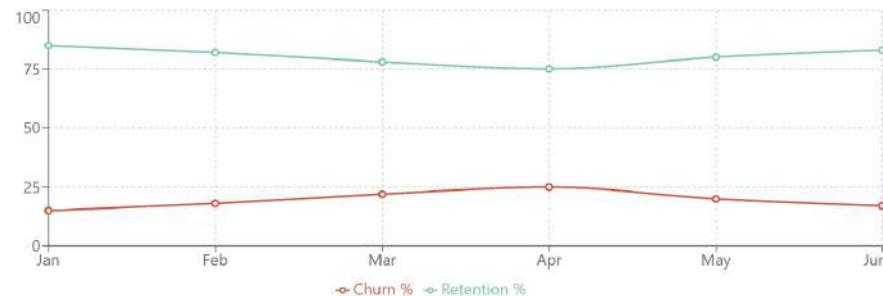
At-Risk Learners

342
8 new this week

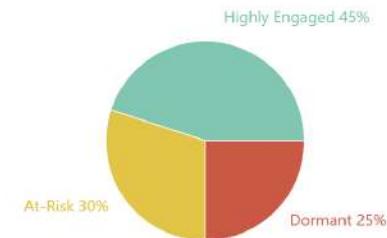
Average Retention Rate

80.5%
-2.3% from last month

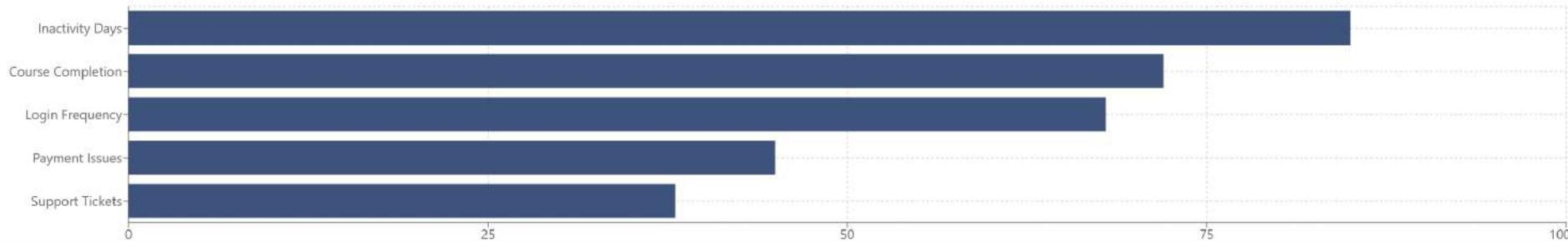
Retention and Churn Trend Over Time



Learner Segmentation by Engagement Level



Top Features Driving Churn



Dashboard

Learners

Risk

Campaigns

Analytics

Feedback

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 |

 Dashboard Learners Risk Campaigns Analytics Feedback

High-Risk Learners

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

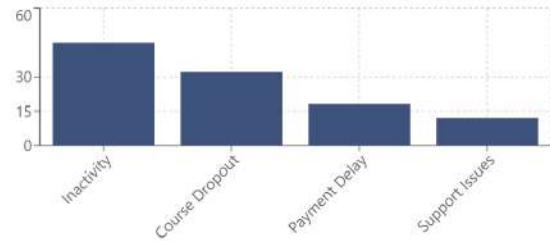
>70% Risk

All Subscriptions

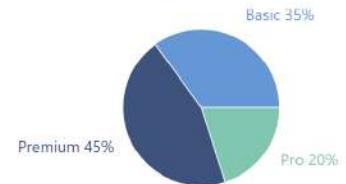
High-Risk Learner List

| 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



[Dashboard](#)

Retention Campaigns Overview

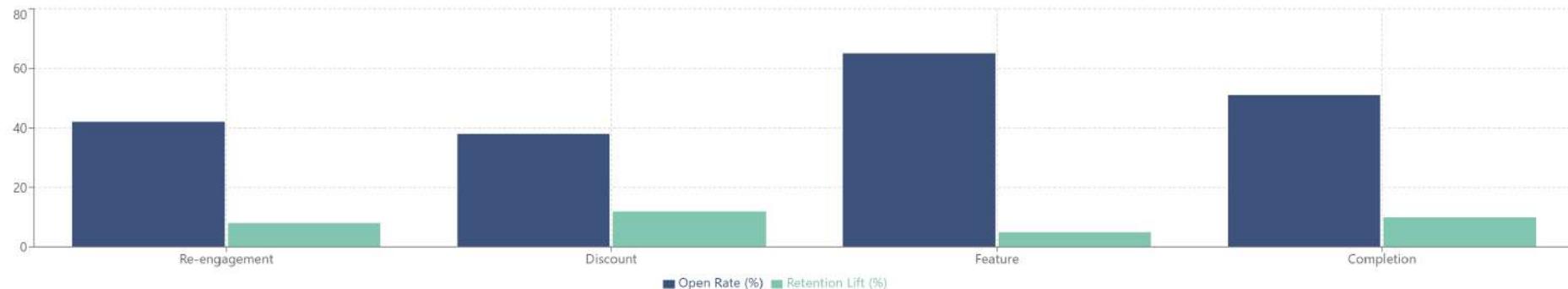
[+ Create New Campaign](#)[Learners](#)

Active & Recent Campaigns

[Risk](#)[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



 Dashboard Learners Risk Campaigns Analytics Feedback

Predictive Insights

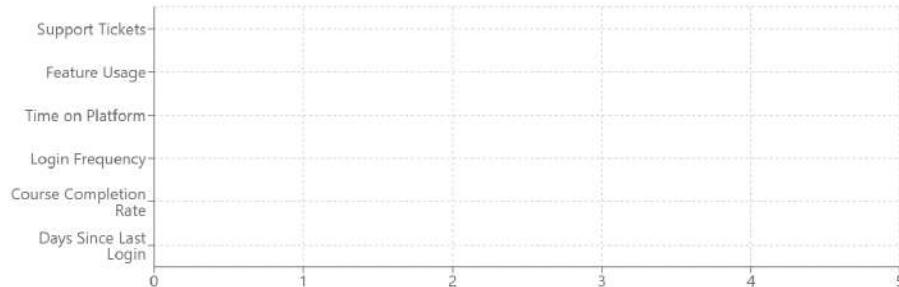
Model Accuracy
87.5%

Precision
84.2%

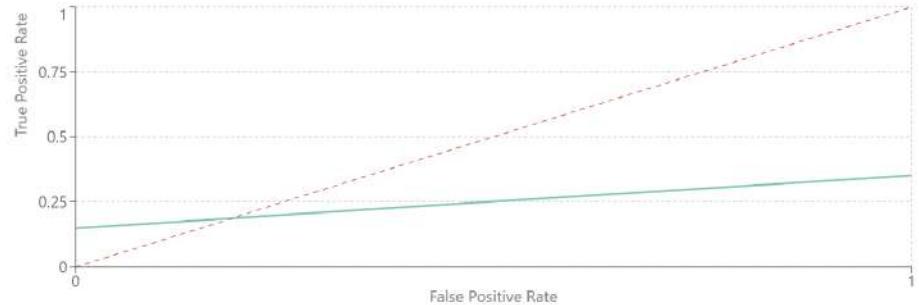
Recall
89.8%

AUC-ROC Score
0.91

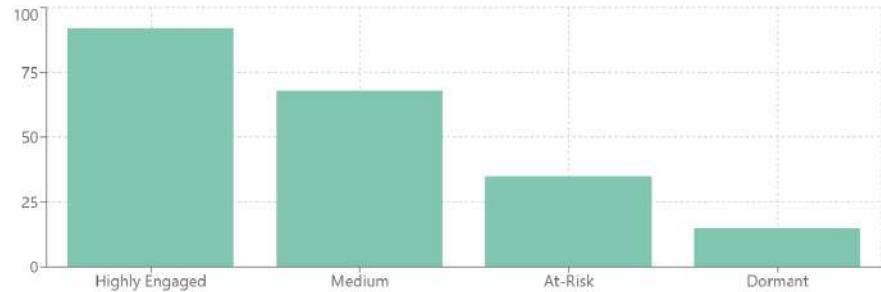
Feature Importance



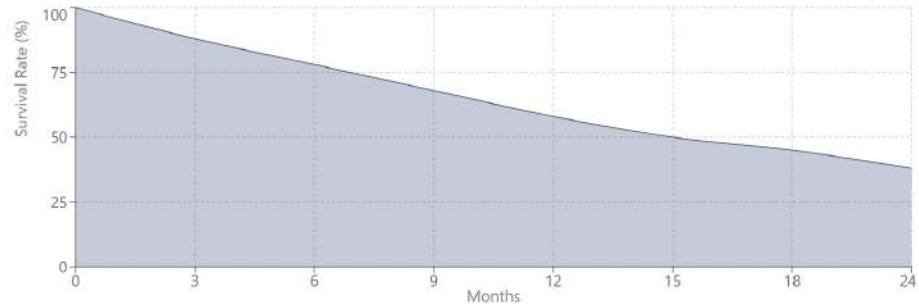
Churn Prediction Accuracy (ROC Curve)



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