

# Customer Churn Risk Analyzer - Overview & Action Plan

Predicting and Reducing Customer Churn using Power BI + Logistic Regression

5,901

Total Customers

15.49%

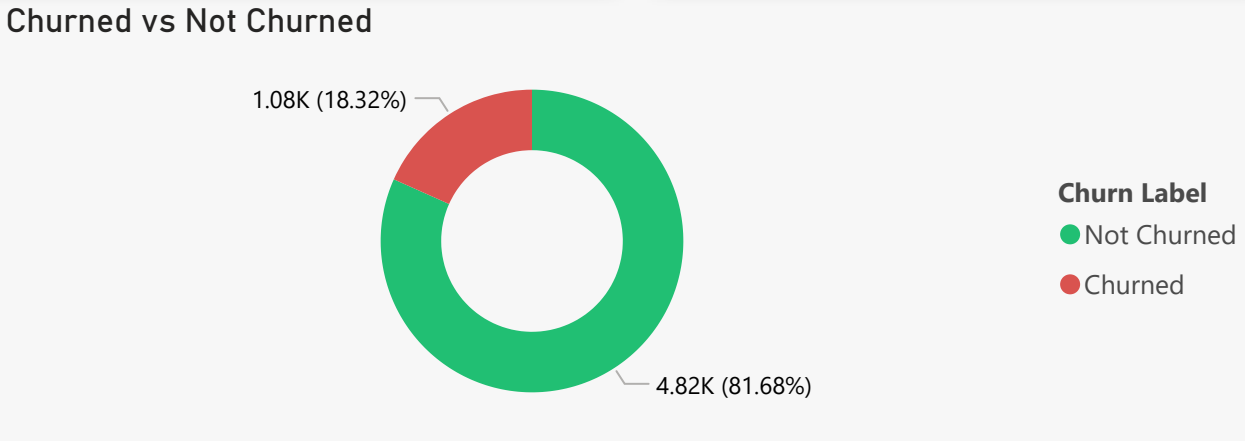
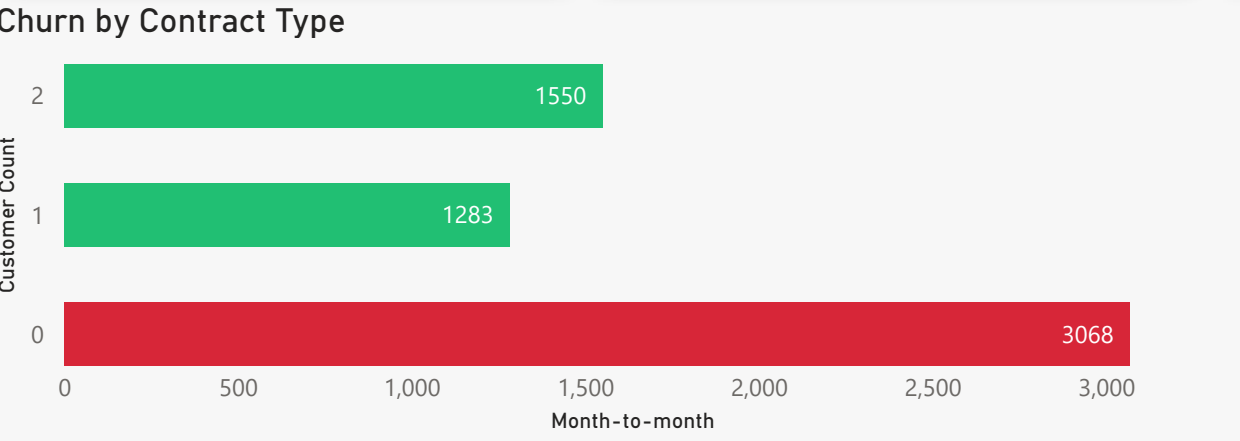
Churn Rate

₹ 64.76

Avg. Monthly Charges

1,406

High-Risk Customers



CUSTOMER ID	Sum of Monthly Charges	Sum of Contract	Sum of Churn Probability	RISK SEGMENT
CUST0192	35.10	0	0.71	High Risk
CUST0297	44.55	0	0.70	High Risk
CUST0311	45.25	0	0.73	High Risk
CUST0312	45.30	0	0.74	High Risk
CUST0362	49.25	0	0.71	High Risk
CUST0384	50.35	0	0.74	High Risk
Total	3,64,961.75	4383	1,405.98	

Gender Label

Contract Type

Internet Type

Customer Tenure (Months)

Senior Customer

### Churn Insights

- Seniors + low support → more likely to leave
- ₹80+ paying customers are high-risk
- 64% churn risk in customer base
- Monthly contract users churn 3× more
- Fiber users without security churn more