



49.4K

Total Customer

88.6%

Churn Rate

\$101.7M

Revenue at Risk

94.7%

Churn Precision

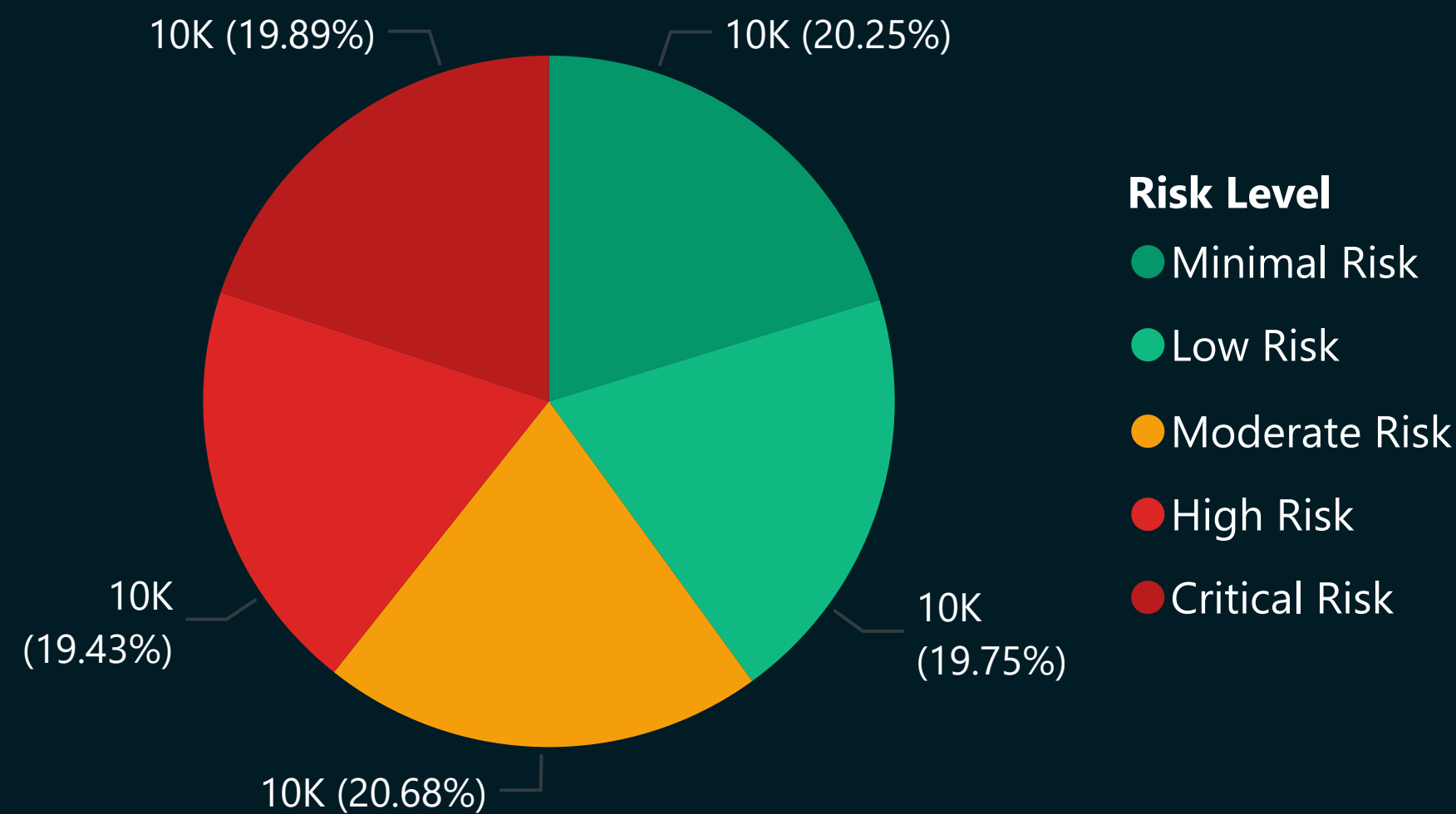
Overview

Model

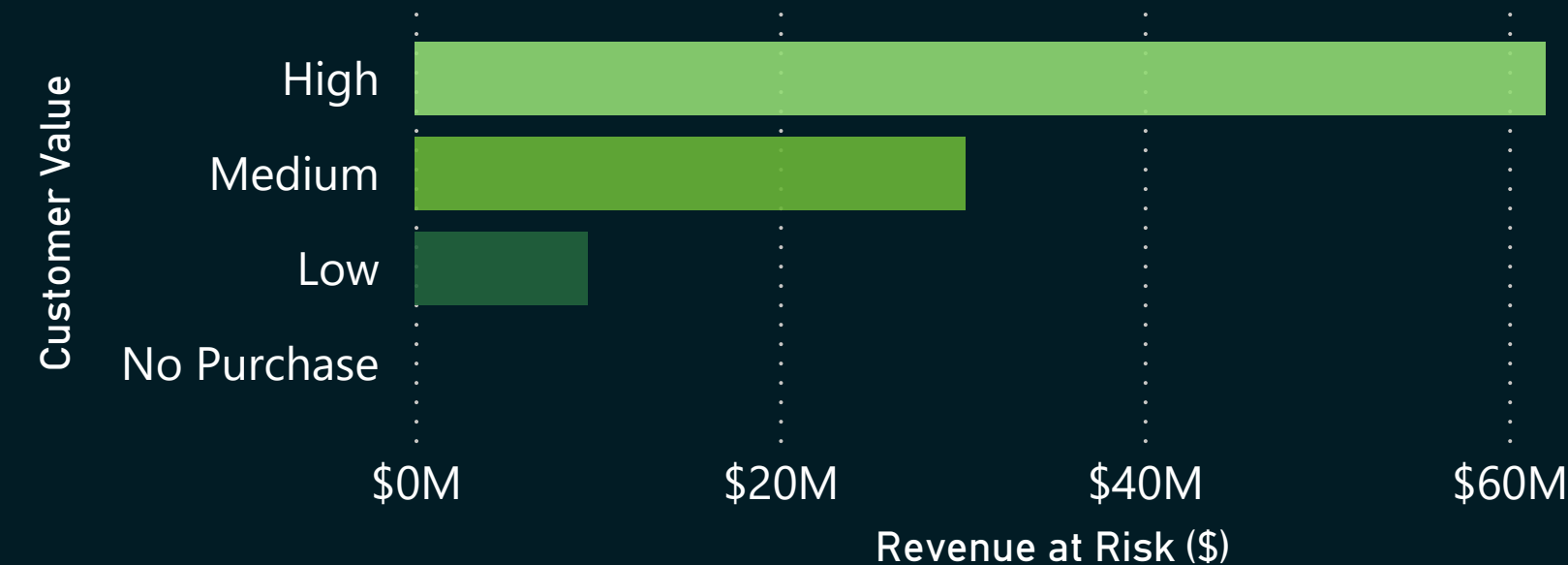
Customer

Action Plan

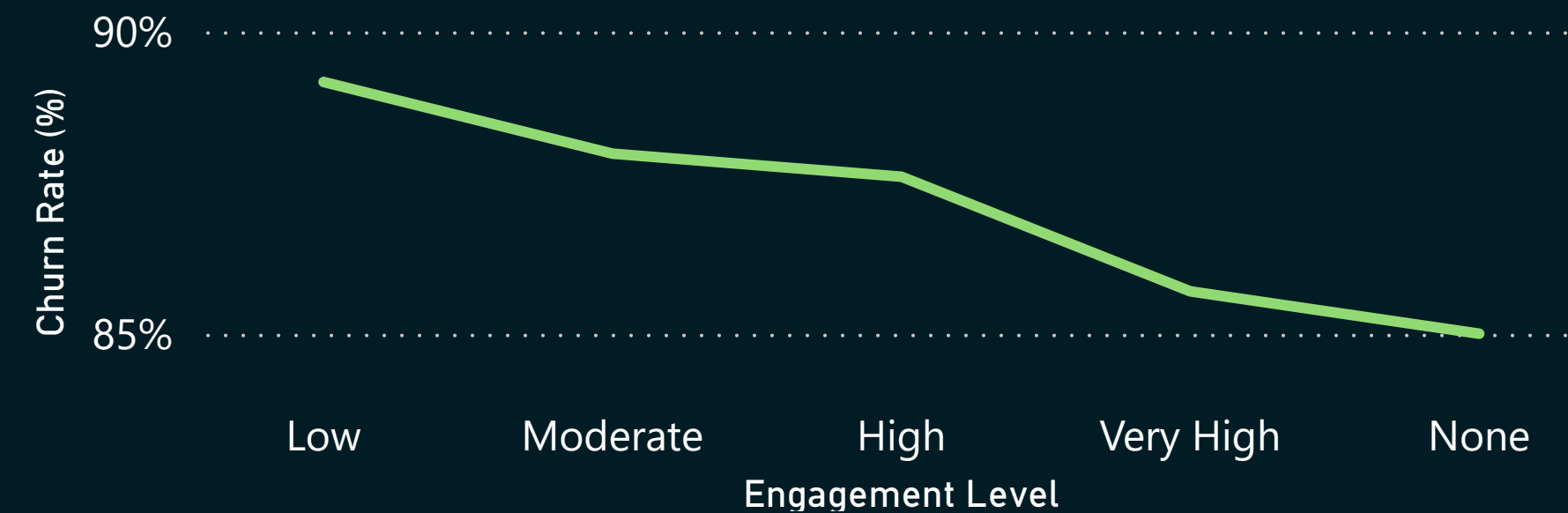
### Customer Distribution by Risk Level



### Revenue at Risk by Customer Value Segment



### Churn Rate by Customer Engagement Level





Overview

Model

Customer

Action Plan

95%

Churn Precision

73%

Churn Recall

83%

Churn F1 Score

11,690

Missed Churners

32,021

Churners Identified

1,803

Missed Opportunities

11,690

Loyal Customers

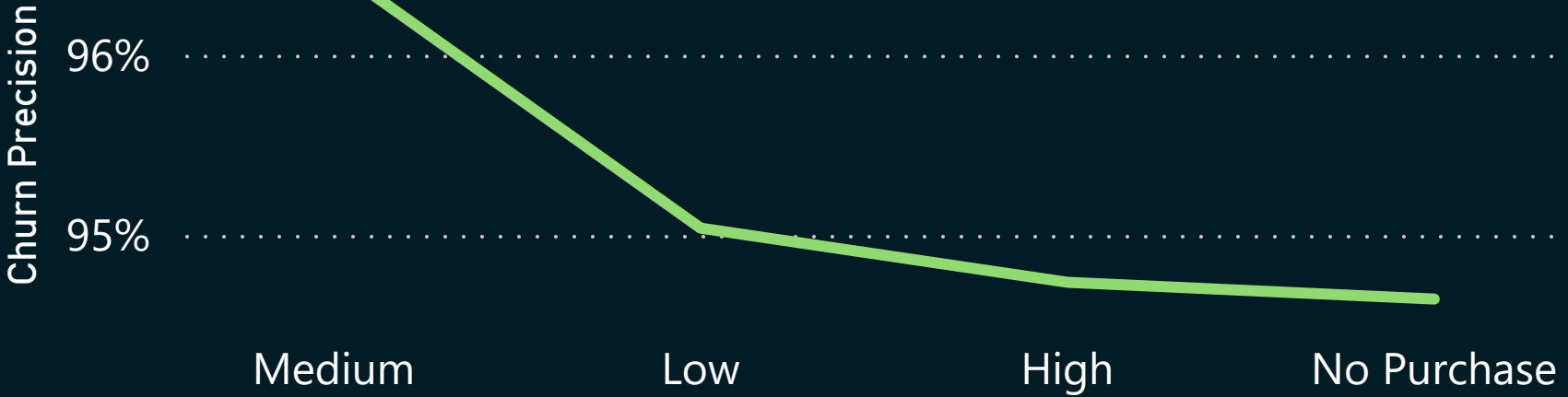
3,844

False Alerts

High-Value Missed Opportunities

Customer ID	Churn Risk Score	Revenue (\$)	Value Tier
72569	0.46	\$213,961	High
73306	0.42	\$213,961	High
73341	0.42	\$213,961	High
73819	0.45	\$180,480	High

Model Reliability by Customer Value





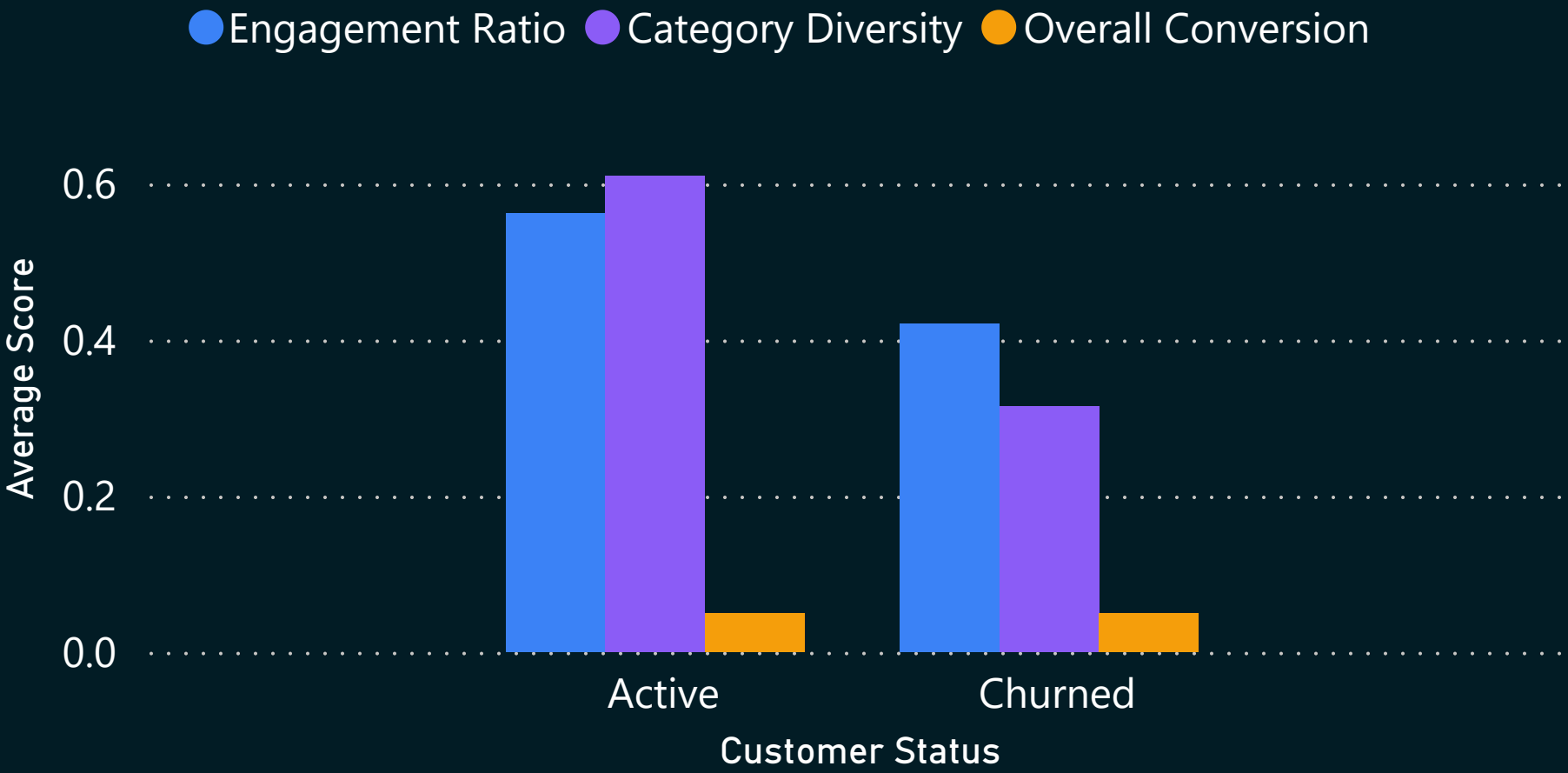
Overview

Model

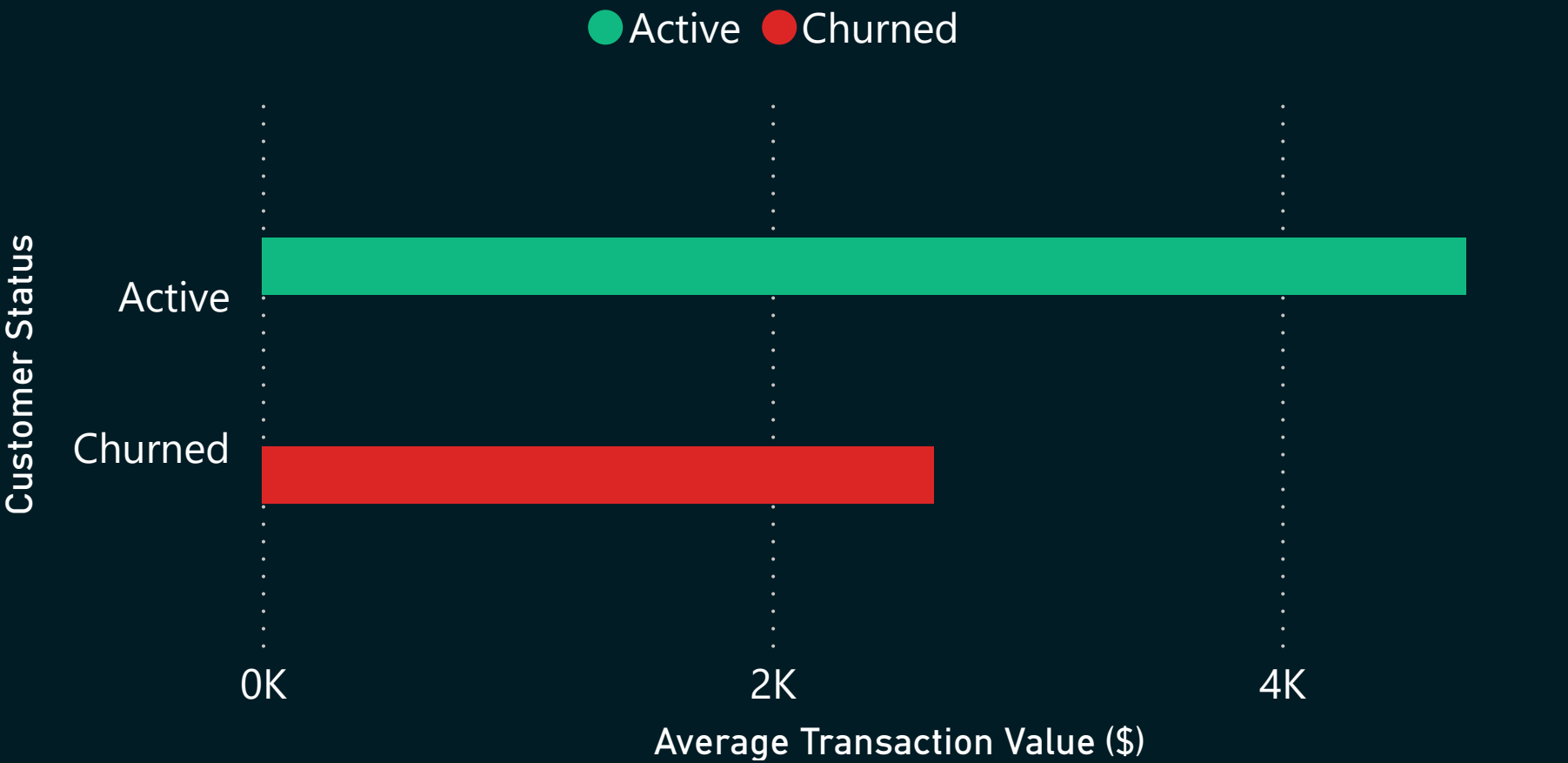
Customer

Action Plan

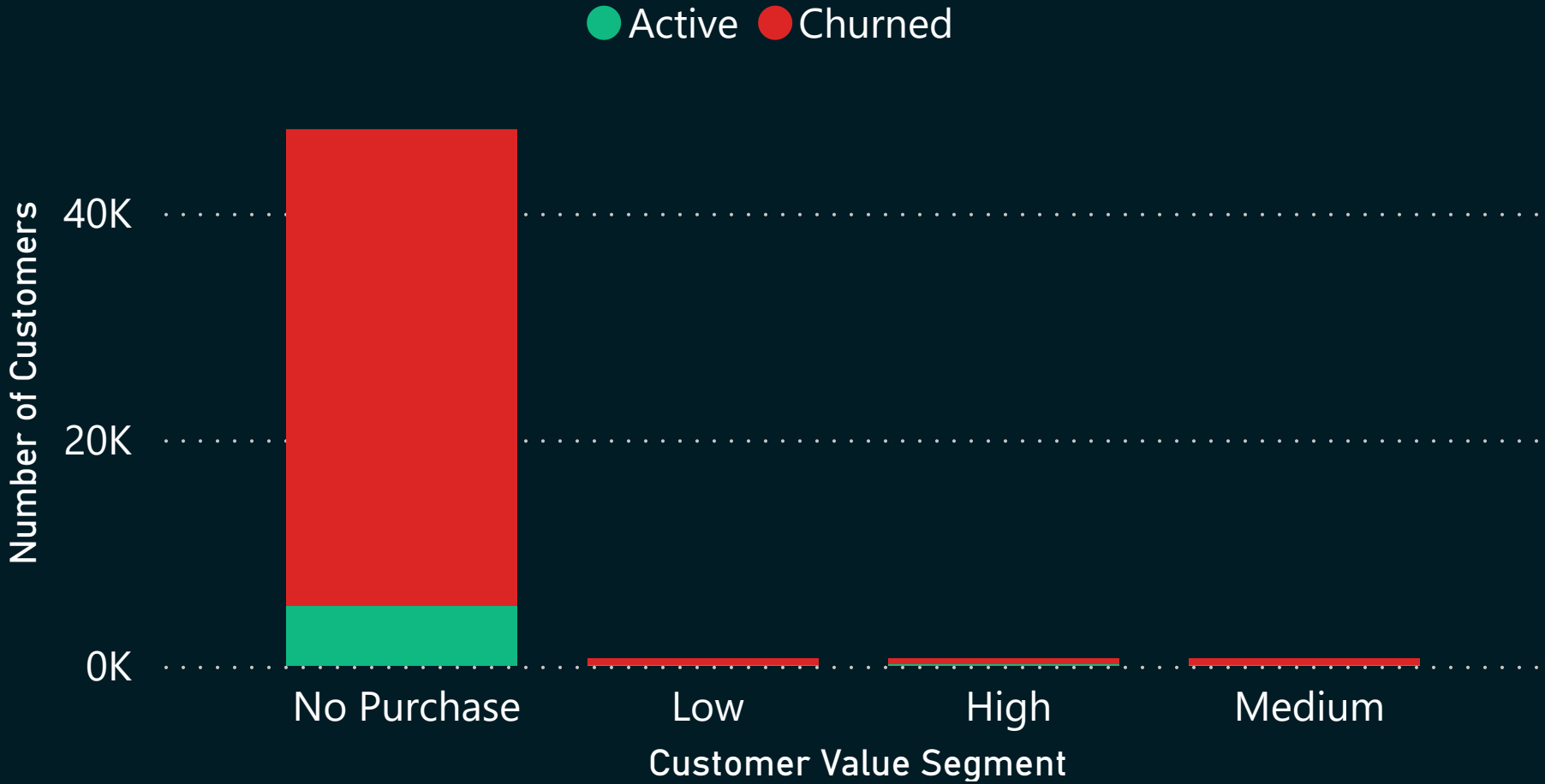
Customer Behavior: Churners vs Active Customers



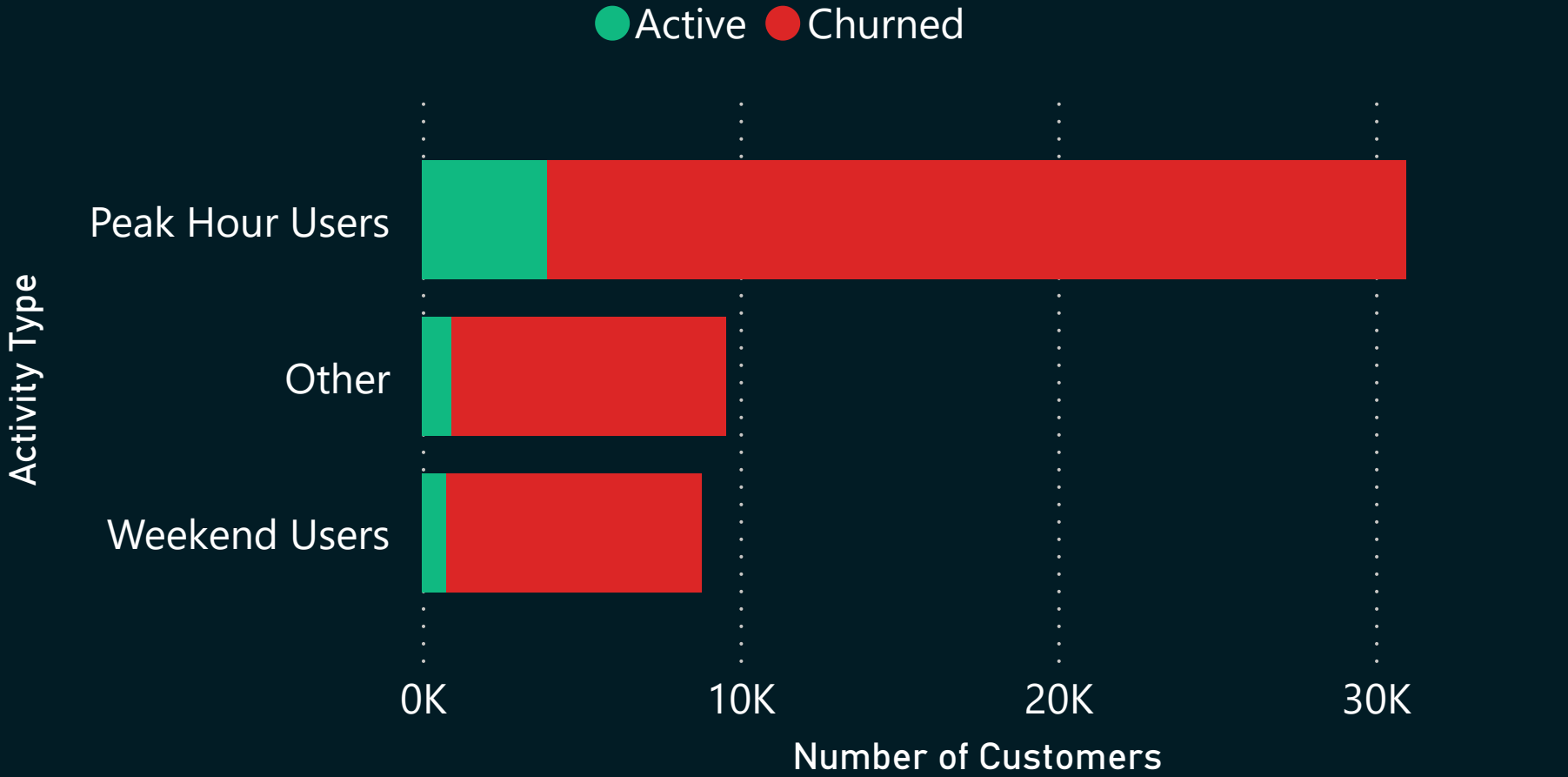
Average Transaction Value by Customer Status



Customer Distribution by Value Segment



Customer Activity Patterns and Churn Rates





22,723

Winnable Customers

130

High Value Targets

501

Critical Cases

Overview

Model

Customer

Action Plan

### Top Priority Customers for Immediate Retention

Customer ID	Churn Risk Score	Revenue (\$)	Value	Risk Level
4113	0.81	\$213,961	High	Critical Risk
57499	0.78	\$213,961	High	Critical Risk
74832	0.82	\$213,961	High	Critical Risk
96196	0.79	\$213,961	High	High Risk
97675	0.78	\$213,961	High	Critical Risk
109926	0.74	\$213,961	High	Critical Risk
120444	0.83	\$213,961	High	Critical Risk
130658	0.70	\$213,961	High	Moderate Risk
152357	0.76	\$213,961	High	Moderate Risk
172132	0.81	\$213,961	High	Critical Risk
173056	0.71	\$213,961	High	High Risk
174405	0.70	\$213,961	High	Moderate Risk
175801	0.83	\$213,961	High	High Risk
200559	0.73	\$213,961	High	Moderate Risk

### Customer Distribution by Risk Level



### Action Plan

- **Immediate:** Contact 631 critical/high-value customers within 48 hours
- **Short-term:** Launch retention campaigns for 22,723 winnable customers
- **Long-term:** Fix engagement issues and improve model accuracy
- **Target:** Reduce churn from 89% to 75% in 90 days