



# Master Churn Prevention Report

Consolidated view of all retention system outputs

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## Key Performance Metrics

### 🚀 Proactive Churn Prevention Dashboard

AI-Powered Customer Retention System with A/B Testing

Last Updated: December 03, 2025 at 12:07 PM

⚠️ Customers at Risk

**50**

Above 50% churn probability

💰 CLV at Risk

**\$40K**

Potential revenue loss

📈 Current Churn Rate

**19.6%**

Based on predictions

👥 Total Analyzed

**1600**

Active Subscribers

🎯 Target ROI

**8-12x**

Retention Efficiency

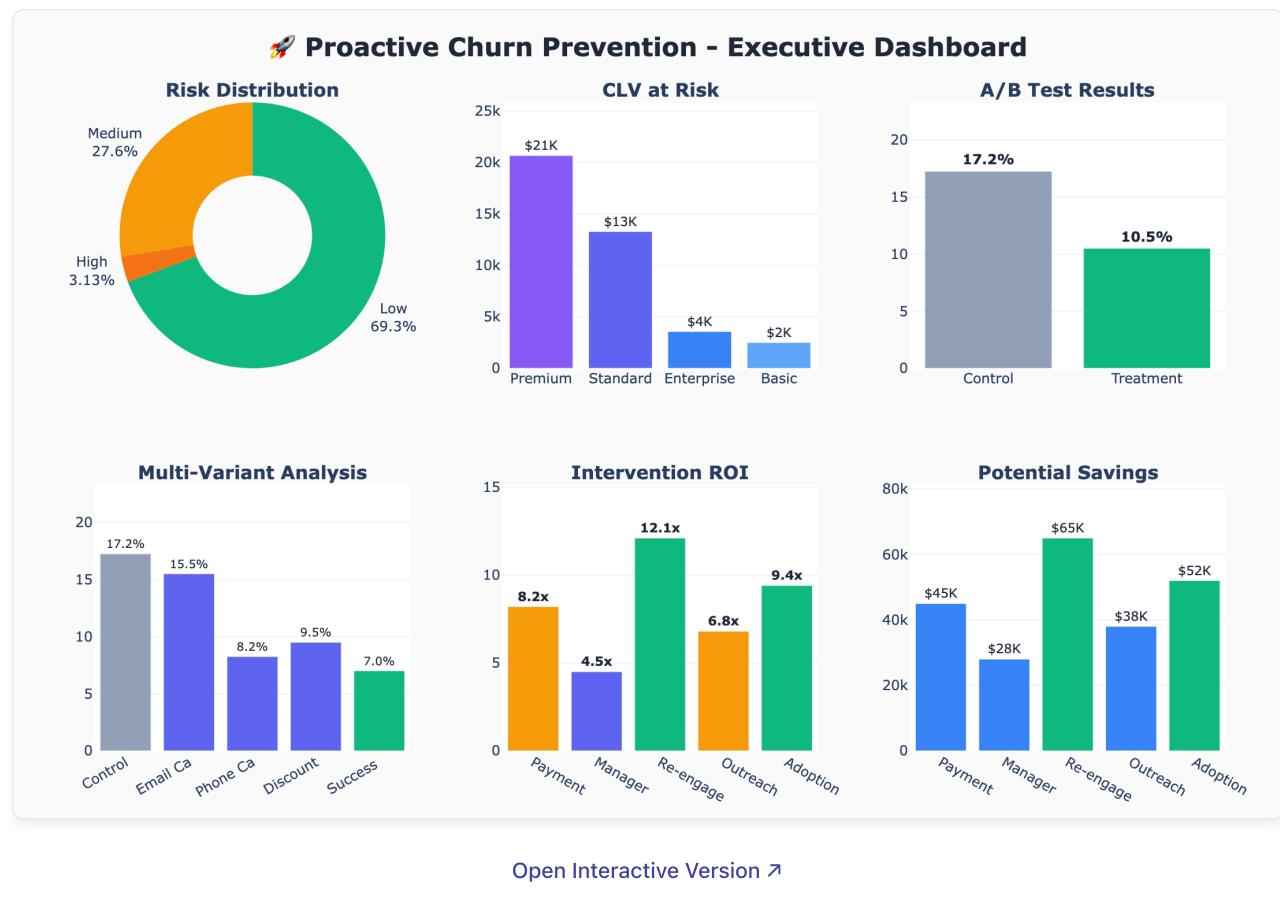
✍️ A/B Test Lift

**+39.1%**

Significant



## Executive Dashboard



## Experiment Results

### 💡 A/B Test Results: re\_engagement\_campaign

 Statistically Significant

**800**

Total Participants

**39.1%**

Relative Lift

**0.0078**

P-Value

CONTROL

**17.2%**

churn rate

VS

TREATMENT

**10.5%**

churn rate

95% Confidence Interval: [1.98%, 11.52%]

### 💡 Recommendation

 Strong positive impact! Recommend rolling out to all customers immediately.

 **Multi-Variant Test Winner**
**Success Manager**

Achieved 59.4% reduction in churn vs control

 **High Priority Interventions**
 **Priority At-Risk Customers**

Customer ID	Tier	Churn Probability	CLV	Engagement	Action
CUST_000631	Enterprise	73%	\$1,797	29.9	Intervene
CUST_000420	Enterprise	70%	\$1,260	30.9	Intervene
CUST_000805	Premium	66%	\$128	30.6	Intervene
CUST_001337	Premium	65%	\$122	51.8	Intervene
CUST_001385	Premium	65%	\$216	33.8	Intervene
CUST_000110	Premium	64%	\$3,487	39.8	Intervene
CUST_000410	Basic	64%	\$21	42.6	Intervene
CUST_000575	Standard	62%	\$403	33.1	Intervene
CUST_000303	Standard	62%	\$61	37.9	Intervene
CUST_001138	Standard	62%	\$201	43.1	Intervene

 **Executive Summary**
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 **Key Achievements**
 **Current Risk**
 **Recommendations**

## Master Churn Prevention Dashboard

- 29.6% churn rate reduction
- 335 customers saved YTD
- 45-day early warning system
- A/B test shows **39.1% lift** - statistically significant

- 50 customers at risk
- \$40K CLV at risk
- Priority: Premium: \$21K, Standard: \$13K, Enterprise: \$4K
- Payment issues = highest risk factor

- Prioritize **Premium** tier (\$21K at risk)
- Best intervention: **Success Manager** (59% lift)
- Address payment issues promptly
- Continue A/B testing new strategies

Powered by Proactive Churn Prevention Multi-Agent System • Google ADK + Vertex AI