Customer Churn Risk Assessment — Executive Summary

Subscription Business | Data-Driven Risk & Revenue Insights

Business Question

Customer churn presents a measurable revenue risk. This assessment identifies high-risk customers, quantifies revenue exposure, and highlights the primary drivers of churn.

Key Metrics

- Total Customers: 801
- High-Risk Customers: 213 (27%)
- Average Churn Probability: 0.34
- Average Revenue per Customer: 47.48

Risk Insights

High-risk customers represent over one-quarter of the customer base. Several high-value customers fall into elevated churn probability ranges, indicating concentrated revenue exposure.

Channel Findings

Paid Ads and Organic Search contribute the highest number of high-risk customers. Email Campaigns show lower volume but consistent churn behavior, indicating a need for differentiated retention strategies by channel.

Recommended Actions

1. Target immediate retention efforts toward customers with churn probability above 0.7.
2. Reduce payment failures through proactive reminders and retry mechanisms.
3. Reassess acquisition quality and onboarding effectiveness for Paid Ads channels.

Outcome

Proactive churn intervention can materially reduce revenue loss and improve customer lifetime value.