Our AI-powered churn prediction system identifies active clients who may be at risk of leaving based on their behavior.

High Risk: Clients with tenure ≤ 10 days or low logins/trades. These clients often churn early and need urgent engagement.

Moderate Risk: Clients with some activity, but not consistent yet. They may convert to loyal users with the right nudges.

Low Risk: Loyal clients with regular logins, trades, and long tenure. These clients are stable and engaged.

What you can do:

- Engage High-Risk clients early to reduce drop-offs.
- Support Moderate-Risk clients to build stronger habits.
- Appreciate Low-Risk clients to maintain loyalty.