

Customer Churn Risk and Prediction Dashboard

Average Churn Probability

26,38 %

Predicted Churn Rate

21,07 %

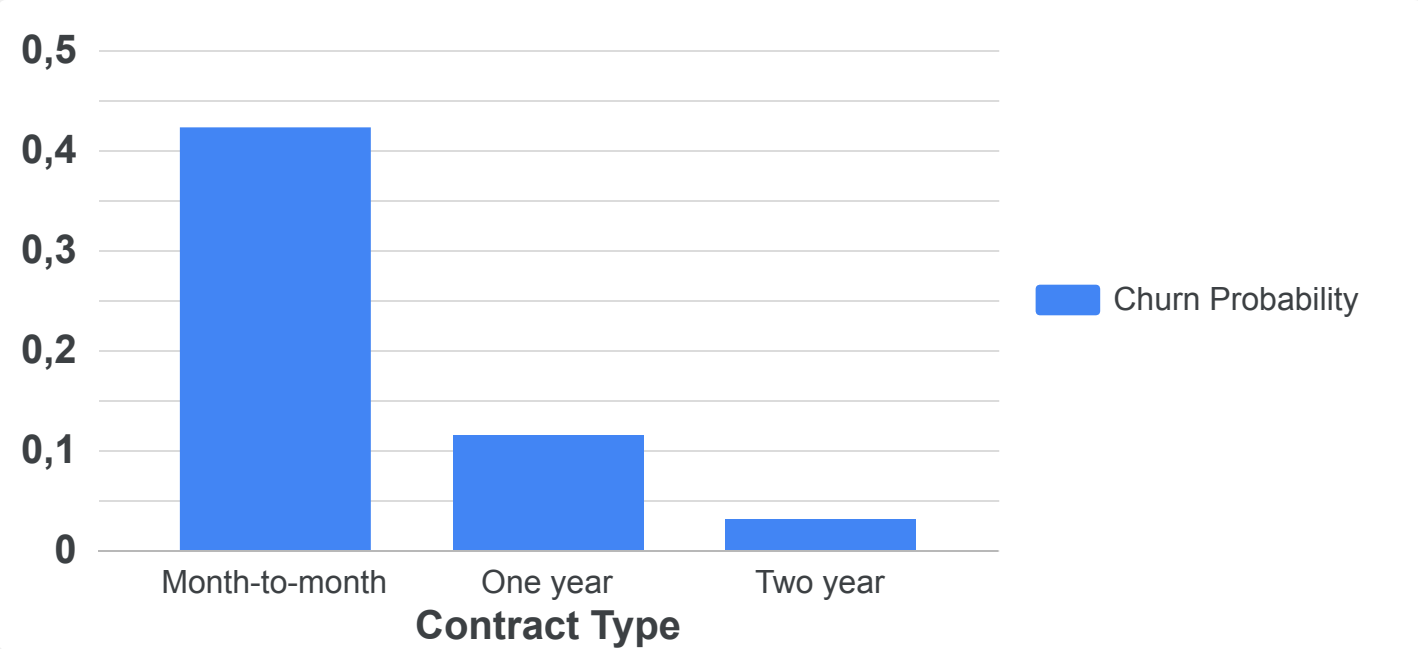
Total Customers

7.043

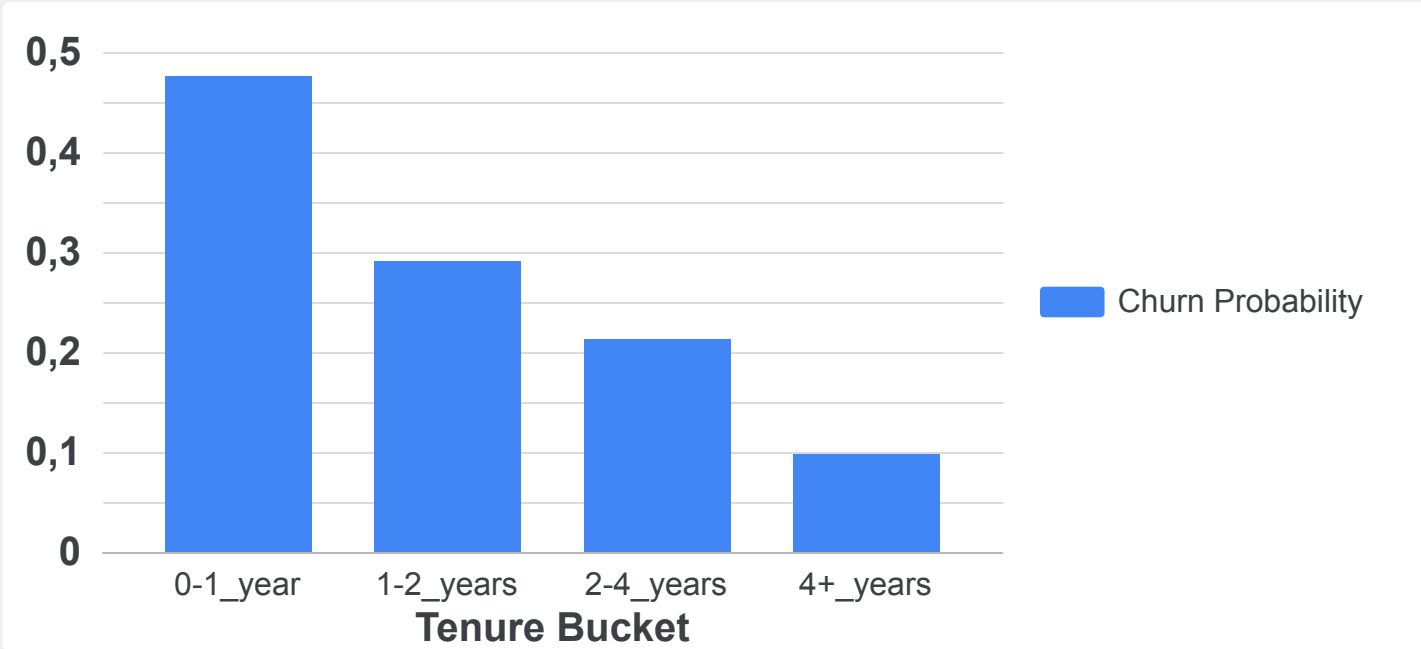
Average Monthly Charges

64,76

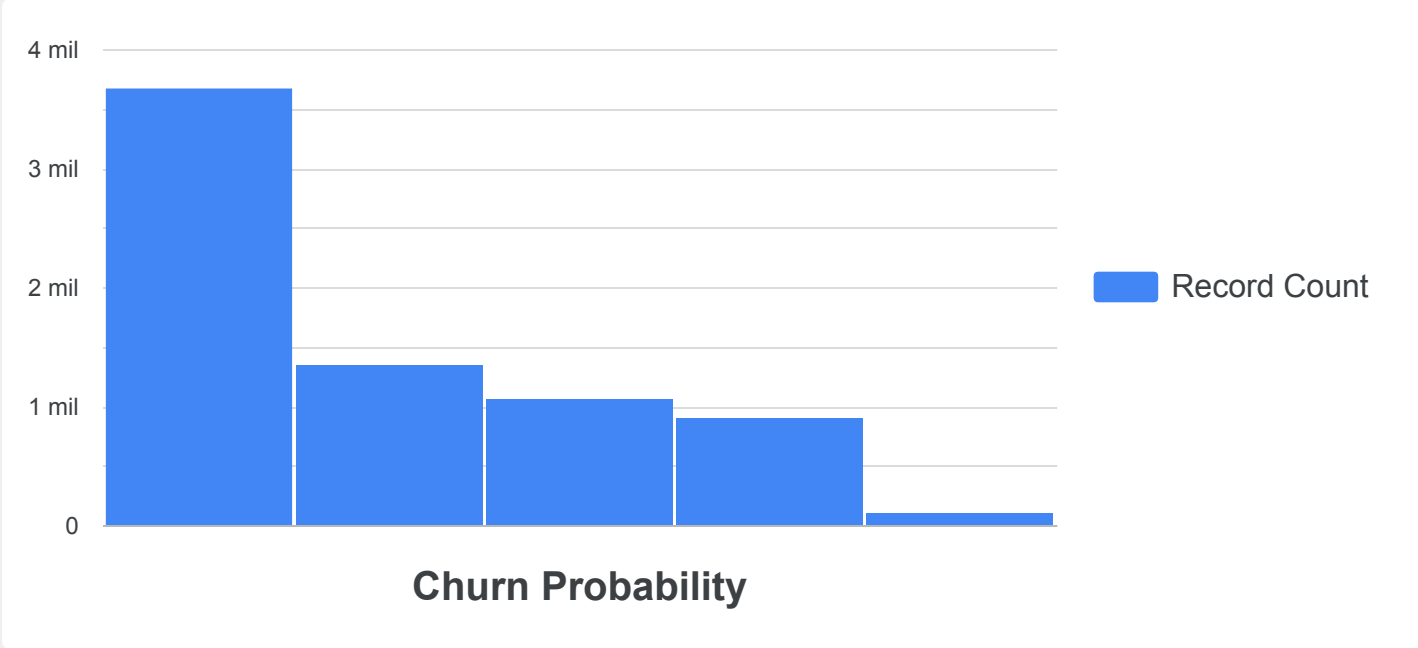
Risk by Contract Type



Risk by Tenure Bucket



Churn Probability Distribution



High Risk Customers Table

	Customer ID	Contract Type	Tenure	Monthly Charges	Churn Probability
1.	4086-YQSNZ	Month-to-month	3	80.4	78,32 %
2.	0023-HGHWL	Month-to-month	1	25.1	71,08 %
3.	1768-ZAIFU	Month-to-month	1	25.2	71,72 %
4.	0375-HVGXO	Month-to-month	1	34.7	72,37 %
5.	3091-FYHKI	Month-to-month	1	35.45	72,55 %
6.	0841-NULXI	Month-to-month	1	35.55	72,61 %
7.	5378-IKEEG	Month-to-month	1	35.75	73,05 %
8.	3776-EKTKM	Month-to-month	1	36.45	76.77 %

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Business Recommendations

- Focus on Early-Tenure Customers (0–1 Year):** Customers in their first year show the highest churn risk. Implement structured onboarding, early engagement, and satisfaction check-ins to reduce early attrition.
- Incentivize Contract Upgrades:** Month-to-month customers have significantly higher churn. Offer targeted discounts or benefits to encourage migration to annual or two-year contracts.
- Target High-Risk Customers (>70%):** Prioritize proactive retention actions (personalized offers, outreach calls) for customers with high predicted churn probability to maximize retention ROI.
- Optimize Retention Spend:** Allocate incentives selectively to high-risk segments instead of broad campaigns to protect margins and improve cost efficiency.