

# Customer Churn Risk and Prediction Dashboard

Average Churn Probability

26,38 %

Predicted Churn Rate

21,07 %

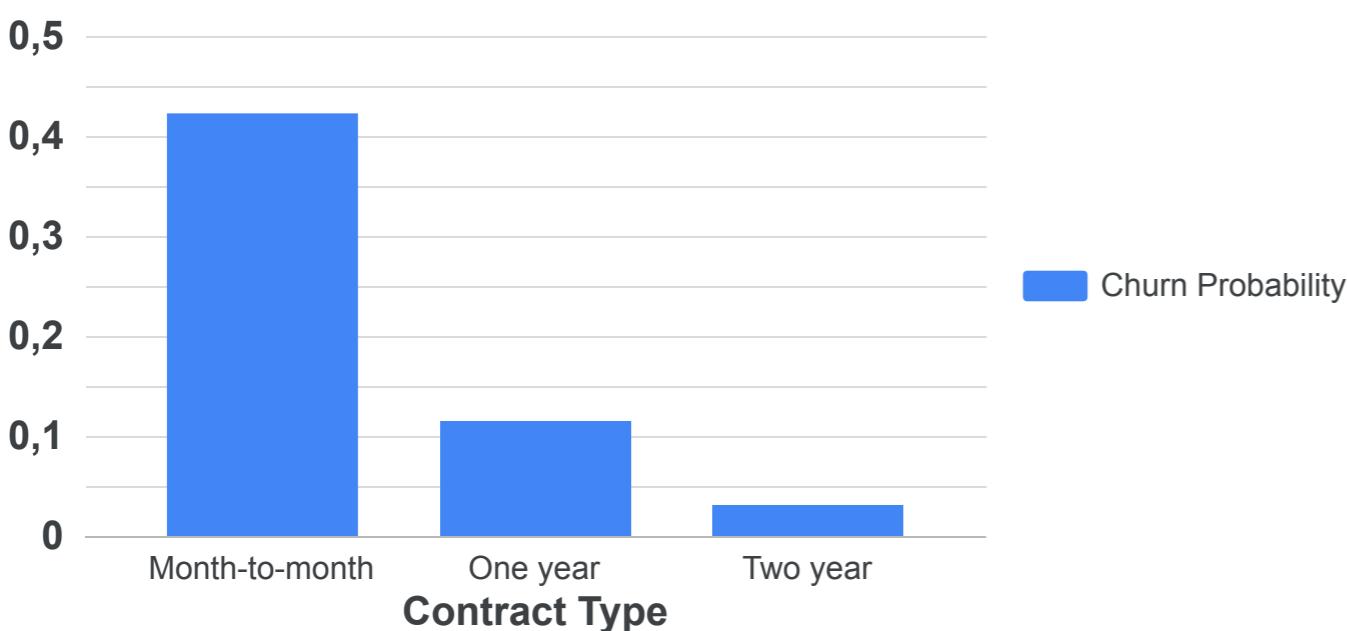
Total Customers

7.043

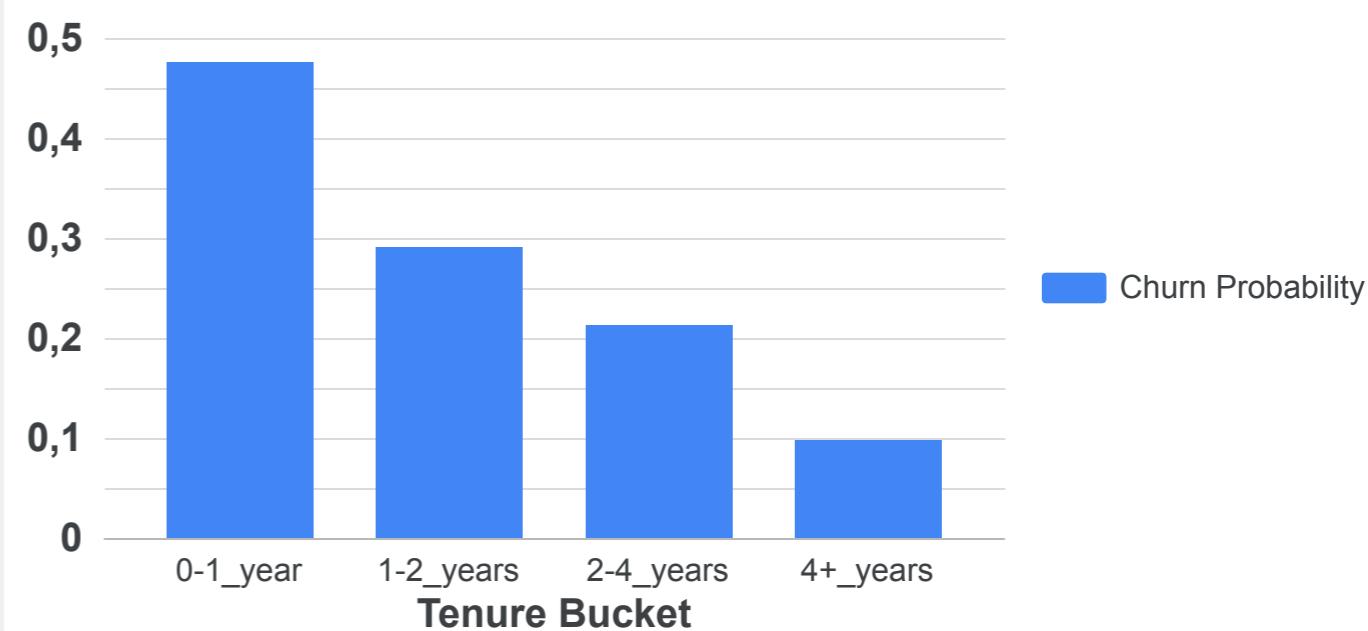
Average Monthly Charges

64,76

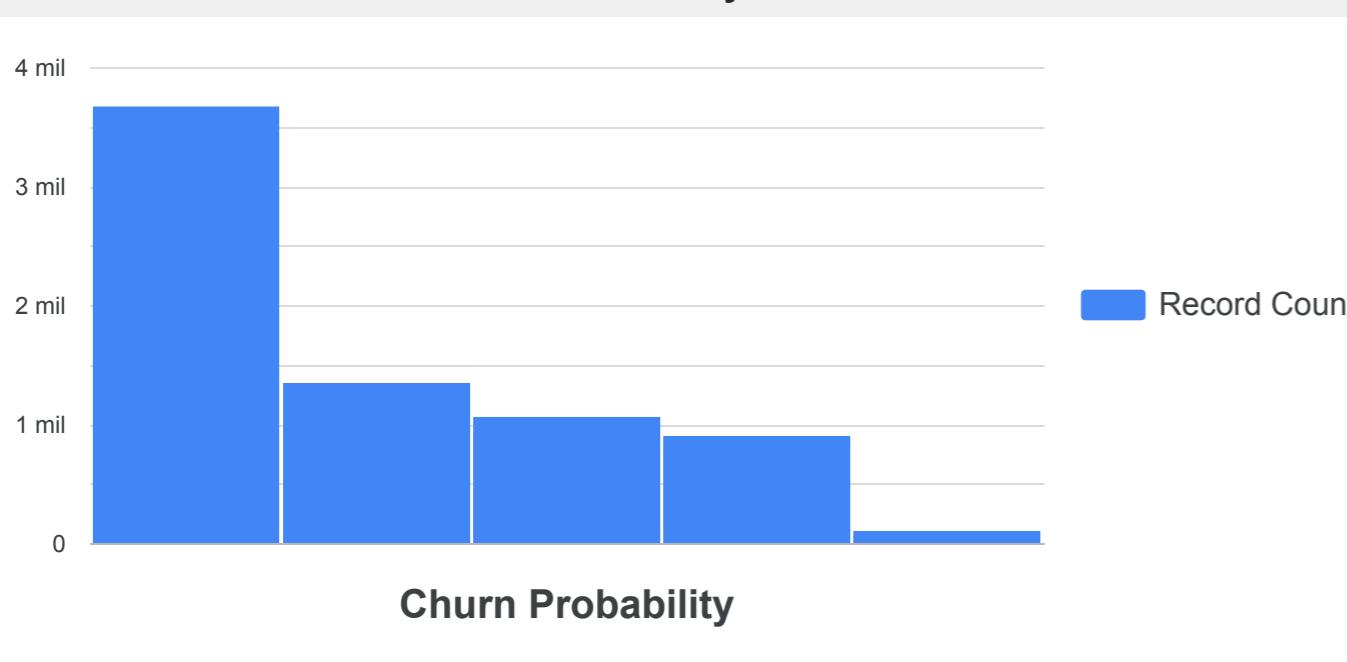
Risk by Contract Type



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-FYHKG | 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.