# EduFlex Customer Churn Analysis — Business Insights Report

Generated: October 27, 2025 | Records: 2,500 (synthetic)

## Executive Summary

This report provides a business-focused analysis of customer churn for EduFlex.
Dataset: 2,500 synthetic customer records were generated to simulate EdTech retention patterns.
Goal: Identify key factors influencing churn and provide actionable recommendations to reduce attrition.

## Key Findings (Summary)

- Higher churn among Basic subscription users and customers with tenure < 6 months.
- Inactivity (LastLoginDaysAgo > 30) and higher support ticket counts correlate with churn risk.
- Recommended actions: Welcome retention for new users, reactivation campaigns for inactive users,
  and improved customer support workflows.

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## Data & Methodology

Data: Synthetic dataset with columns: Age, Gender, SubscriptionType, MonthlyCharges, TenureMonths, HasSupportTickets, LastLoginDaysAgo, ContractRenewal, Churn.
Methodology: EDA followed by predictive modeling (Logistic Regression and Random Forest).
Outputs include model metrics, ROC curves, confusion matrices, and feature importance charts.

## Visual Appendix

No visual files were available to embed. Visuals can be added later.

# Recommendations (English & Arabic)

## English:

1. Launch a 'Welcome Retention Program' targeting customers with Tenure < 6 months.
2. Offer upgrade incentives from Basic to Standard after the 3rd month.
3. Deploy automated reactivation emails and offers for users inactive >30 days.
4. Improve support SLA and proactively reach out to customers with repeated tickets.

## Arabic:

1. ██████ ██████ "███████ █████████" ███████ █████ (███ █████████ < 6 ████).
2. █████ ██████ ███████ ██ Basic ███ Standard ███ 3 ████.
3. █████ █████ █████ ███████ ███ ███████ (>30 █████).
4. █████ ███████ █████ █████ ███████ ███████ ███ ███████ ████████.