Customer Churn Predictions Report

Executive Summary:

This churn analysis report is based on a predictive machine learning model trained on historical customer behavior. The model evaluated a total of 10000 customers and determined a churn rate of 21.6%. Churn refers to customers who are likely to discontinue their service or subscription. Accurately identifying churn-prone users allows companies to proactively deploy retention strategies, improving revenue and customer lifetime value.

Prediction Summary:

Total Customers Analyzed: 10000

Predicted Churn Rate: 21.6%

High-Risk Customers: 2165

Low-Risk Customers: 7835

Top 5 High-Risk Customers (By Confidence):

Customer 7258 - Confidence: 92.6%

Customer 2286 - Confidence: 92.6%

Customer 4672 - Confidence: 92.1%

Customer 2618 - Confidence: 92.0%

Customer 8345 - Confidence: 91.6%

Recommended Retention Strategies:

- Launch proactive outreach campaigns for high-risk segments.

- Offer time-sensitive loyalty bonuses or discounts.

- Use contract extensions or win-back programs.

- Improve customer service for active accounts with declining activity.

- Tailor retention offers based on customer tenure and engagement.

Churn Risk Breakdown Chart: