

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 7043 customers and determined a churn rate of 3.8%. 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: 7043

Predicted Churn Rate: 3.8%

High-Risk Customers: 269

Low-Risk Customers: 6774

Top 5 High-Risk Customers (By Confidence):

Customer 64 - Confidence: 50.6%

Customer 5021 - Confidence: 50.6%

Customer 4499 - Confidence: 50.6%

Customer 4653 - Confidence: 50.6%

Customer 4655 - Confidence: 50.6%

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:

