

Churn Risk Report

Churn Risk

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Key Metrics

Metric	Value
Samples	400
AUC	0.7776
PR-AUC	0.40561
Brier Score	0.13226
Log Loss	0.41842
Calibration Error	0.0519
Accuracy	0.8125
Precision	0.5
Recall	0.0533
Lift @ Top 10%	2.53x

Lift by Decile

Decile	N	Avg Prob	Actual Rate	Lift	Cum. Capture
1	40	0.447	0.475	2.53x	25.3%
2	40	0.337	0.375	2.00x	45.3%
3	40	0.285	0.300	1.60x	61.3%
4	40	0.249	0.250	1.33x	74.7%
5	40	0.207	0.250	1.33x	88.0%
6	40	0.170	0.025	0.13x	89.3%
7	40	0.140	0.100	0.53x	94.7%
8	40	0.116	0.025	0.13x	96.0%
9	40	0.088	0.050	0.27x	98.7%
10	40	0.061	0.025	0.13x	100.0%

Tier Breakdown

Tier	Count	Actual Rate	Avg Probability
Medium Risk	26	50.0%	0.482
Low Risk	374	16.6%	0.191

Business Impact

Metric	Value
Total ARR	\$16,766,064
Total ARR at Risk	\$2,672,275
ARR at Risk (Top 10%)	\$225,932
Churned Accounts (Top 10%)	19
Total Churned	75