

Customer Churn Report

Customer Churn Risk Report

Prediction

****Low Risk (Predicted to Retain)****

Top Drivers

1. ****Total Charges****

- ****Impact****: Increases churn risk by approximately ****1.65%****.
- ****Interpretation****: Customers with higher total charges may perceive more value but also may have exp

2. ****Streaming TV****

- ****Impact****: Increases churn risk by approximately ****1.61%****.
- ****Interpretation****: A lack of or dissatisfaction with streaming content may lead to customers feeling that

3. ****Streaming Movies****

- ****Impact****: Increases churn risk by approximately ****1.13%****.
- ****Interpretation****: Similar to streaming TV, the perceived value and available content may influence cus

Business Interpretation

- ****Total Charges****: This may indicate the overall value perception of customers. If customers feel their spe
- ****Streaming TV and Movies****: In the era of content consumption, having access to a wide variety of strea

Recommendations

1. ****Enhance Content Offerings****:

- Focus on expanding the selection of streaming TV and movie options. Consider partnerships with popu

2. ****Value Communication****:

- Implement clearer communication strategies that highlight the value and features of the services include

3. ****Customer Feedback Mechanism****:

- Establish a system for collecting customer feedback on content offerings and service satisfaction. Use t

By focusing on these top drivers and implementing these recommendations, we can strengthen customer r