

# Customer Churn Risk Monitor

Synthetic dataset — Jan 2026

Total Customers  
**440.83K**

Churn Rate (Overall)  
**57%**

Total Customers Churned  
**250K**

Active Customers  
**191K**

Avg Tenure  
**32.3**

Subscription Type

Basic

Standard

Premium

Risk Tier

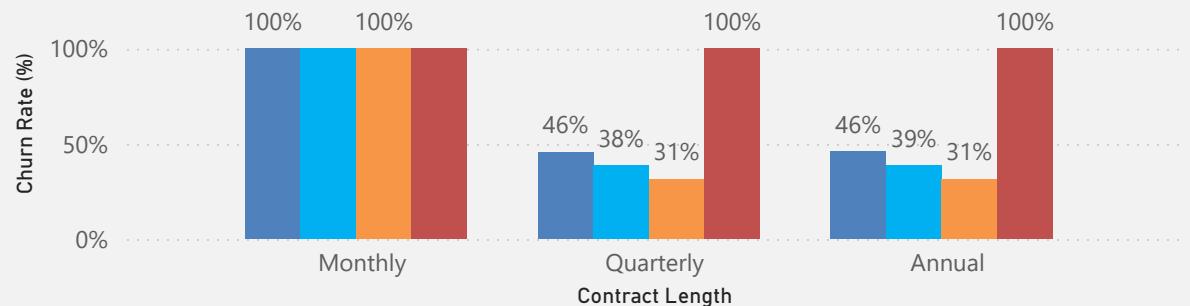
Low

Medium

High

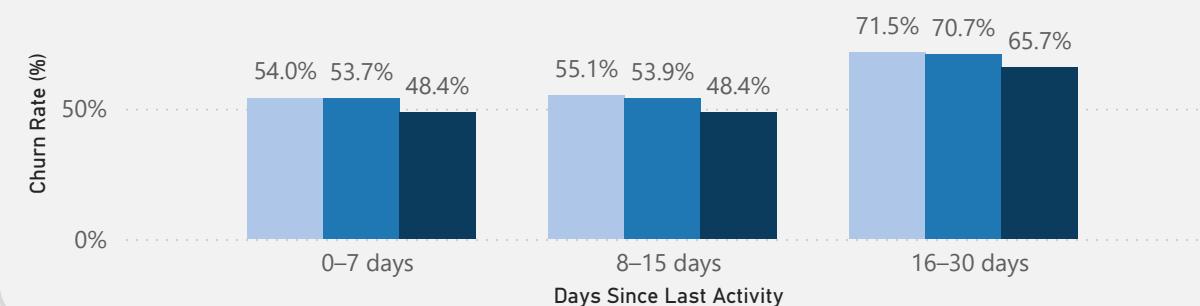
## Churn Rate by Contract Length

Age Group ● 18–25 ● 26–35 ● 36–50 ● 51+



## Churn Rate by Usage Level and Days Since Last Activity

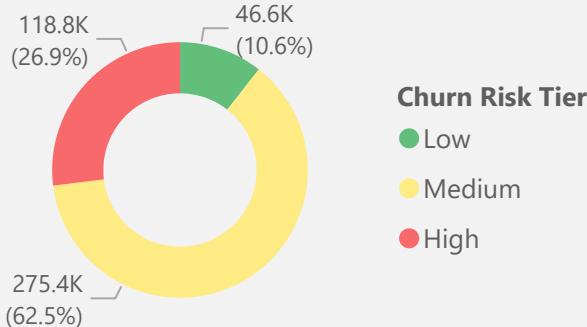
Usage Level ● Low ● Medium ● High



## Churn Risk by Tenure and Support Calls

Tenure / Support Calls	0	1–2	3–4	5–6	7+
0–6	35.9%	36.3%	55.2%	97.9%	100.0%
6–12	29.6%	29.3%	47.3%	97.0%	100.0%
12–24	36.8%	37.5%	55.7%	97.6%	100.0%
24–48	28.0%	28.8%	46.1%	97.1%	100.0%
48+	27.7%	28.6%	46.2%	97.3%	100.0%
<b>Total</b>	<b>30.3%</b>	<b>30.9%</b>	<b>48.8%</b>	<b>97.3%</b>	<b>100.0%</b>

## Customer Churn Risk Distribution



## Churn Rate by Risk Tier and Subscription Type

Subscription Type ▲ Basic ● Standard ■ Premium

