

CHURN PREDICTION MODEL FOR SME DIVISION

KEY FINDINGS:

- **CHURN PREDICTION ACCURACY:** XX% (RANDOM FOREST MODEL)
- **TOP FEATURES IMPACTING CHURN:** [FEATURE 1, FEATURE 2, FEATURE 3]
- **POTENTIAL REVENUE LOSS REDUCTION:** \$10 MILLION (BY PROACTIVELY ADDRESSING HIGH-RISK CUSTOMERS)

BUSINESS IMPACT:

- ✓ **TARGETED RETENTION STRATEGIES** – FOCUS ON HIGH-RISK CUSTOMERS BEFORE THEY LEAVE
- ✓ **COST SAVINGS** – EARLY INTERVENTION REDUCES REVENUE LOSS
- ✓ **IMPROVED DECISION-MAKING** – DATA-DRIVEN APPROACH TO CUSTOMER ENGAGEMENT