

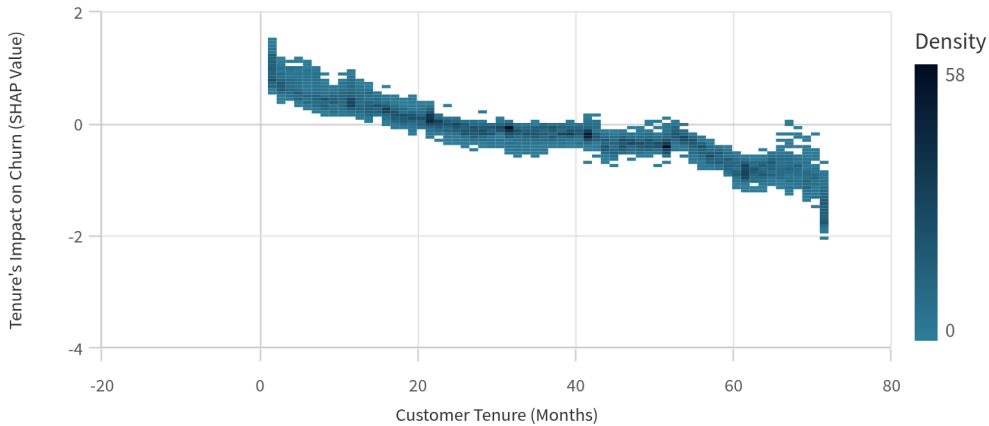
Predicted Cancellations

728

Predicted Churn Rate

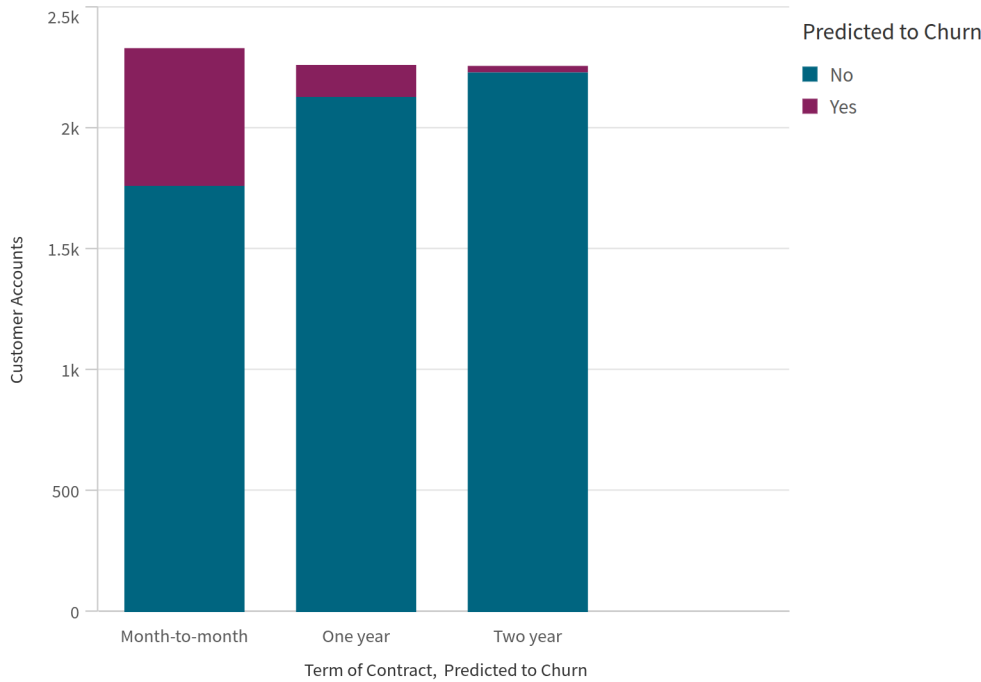
11.9%

Tenure's Influence on Churn Risk (SHAP Analysis)



* Providing overview of 6.9k dimension values.

Impact of Contract Type on Predicted Churn



Understanding SHAP Values

SHAP (SHapley Additive exPlanations) values help explain why a customer is predicted to churn. Each point on the chart represents a customer:
Positive SHAP (above 0): This feature value is increasing the likelihood of churn.
Negative SHAP (below 0): This feature value is decreasing the likelihood of churn.
This allows us to see how each characteristic (e.g., specific tenure) pushes a customer towards or away from churn.

Distribution of Predicted Churn Across Total Charges

