

# The Churn Detective: Executive Retention Report

## Executive Summary Metrics

- Total Customers Analyzed: 10,000
- High Risk Customers Identified: 5,695
- Total Monthly Revenue at Risk: \$1,017,640.46
- Average Churn Probability: 36.66%

## Top 5 High-Value Retention Targets

Customer ID	Rev at Risk	Recommended Strategy
CUST-07118	\$411.55	CRITICAL: Dedicated AM Outreach + Custom Discount...
CUST-03925	\$401.88	CRITICAL: Dedicated AM Outreach + Custom Discount...
CUST-09681	\$399.99	CRITICAL: Dedicated AM Outreach + Custom Discount...
CUST-04704	\$399.72	CRITICAL: Dedicated AM Outreach + Custom Discount...
CUST-03632	\$395.11	CRITICAL: Dedicated AM Outreach + Custom Discount...