

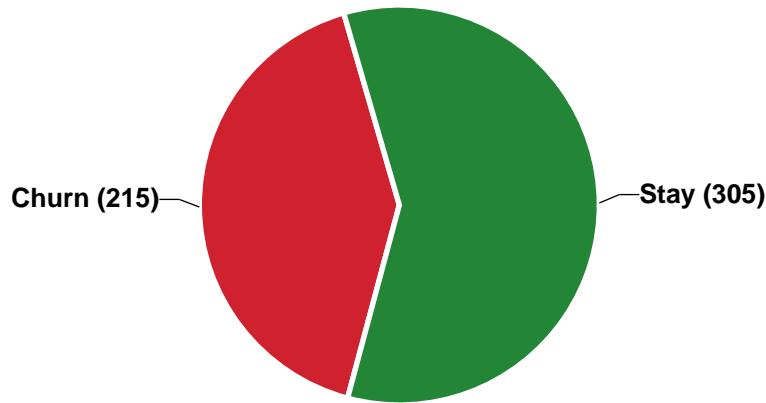
Customer Churn Prediction Report

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■ Executive Summary

This report analyzes **520** customers for churn risk prediction. Based on our machine learning model (Random Forest), **215** customers (41.3%) are predicted to churn. The overall risk level for your customer base is **Moderate**.

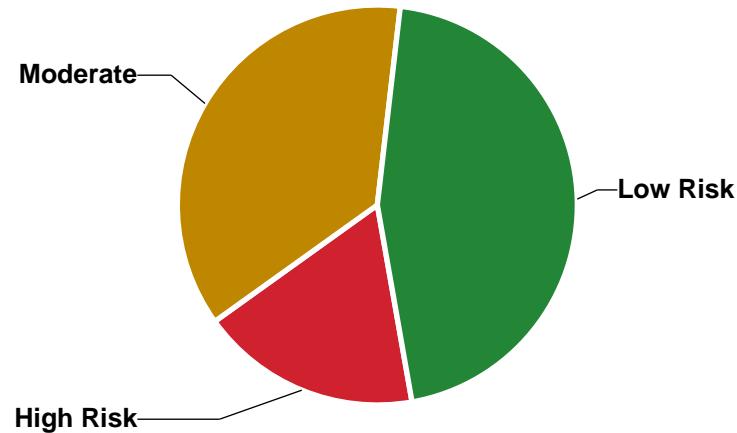
Churn vs Stay Prediction



| Metric | Value | Status |
|--------------------|-------|--------------------|
| Total Customers | 520 | — |
| Predicted to Churn | 215 | ■■ Needs Attention |
| Predicted to Stay | 305 | ✓ |
| Churn Rate | 41.3% | ■■ High |

■ Risk Level Distribution

Risk Level Distribution

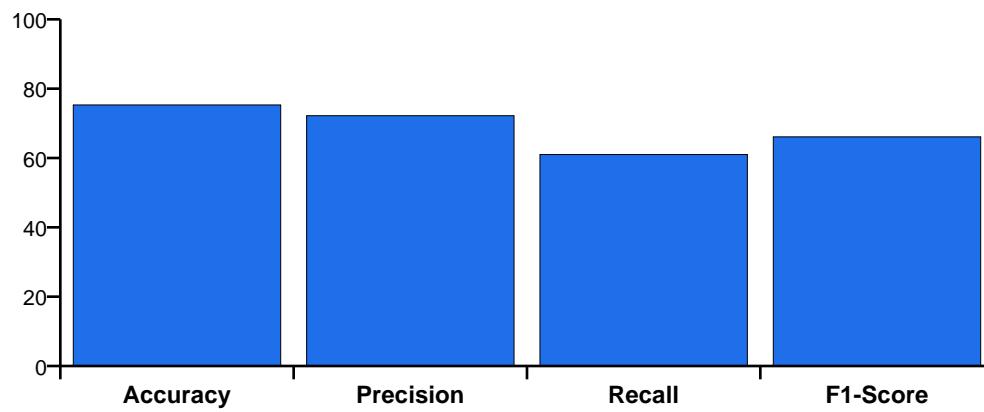


| Risk Level | Count | Percentage | Priority |
|-----------------|-------|------------|------------------|
| ■ High Risk | 93 | 17.9% | Immediate Action |
| ■ Moderate Risk | 191 | 36.7% | Monitor Closely |
| ■ Low Risk | 236 | 45.4% | Maintain |

Model Performance Metrics

The predictions in this report were generated using **Random Forest** model.

Model Performance Metrics (%)



| Metric | Value | Description |
|--------|-------|-------------|
| | | |

| | | |
|-----------|-------|--|
| Accuracy | 75.3% | Overall correct predictions |
| Precision | 72.2% | Correct churn predictions out of all churn predictions |
| Recall | 61.0% | Churners correctly identified out of all actual churners |
| F1-Score | 66.1% | Harmonic mean of precision and recall |

■■ High-Risk Customers (Top 15)

| Customer ID | Age | Subscription | Tenure | Churn Prob. | Risk |
|-------------|-----|--------------|--------|-------------|------|
| 5295 | 24 | Premium | 4 mo | 94.0% | HIGH |
| 5485 | 33 | Premium | 60 mo | 94.0% | HIGH |
| 5401 | 49 | Premium | 1 mo | 93.0% | HIGH |
| 5510 | 62 | Basic | 44 mo | 92.0% | HIGH |
| 5099 | 43 | Premium | 5 mo | 91.0% | HIGH |
| 5419 | 44 | Basic | 55 mo | 91.0% | HIGH |
| 5257 | 51 | Basic | 13 mo | 89.0% | HIGH |
| 5183 | 19 | Basic | 45 mo | 88.0% | HIGH |
| 5279 | 58 | Premium | 3 mo | 88.0% | HIGH |
| 5463 | 59 | Premium | 61 mo | 88.0% | HIGH |
| 5089 | 31 | Premium | 18 mo | 87.0% | HIGH |
| 5370 | 50 | Standard | 4 mo | 87.0% | HIGH |
| 5049 | 56 | Basic | 6 mo | 86.0% | HIGH |
| 5044 | 54 | Standard | 38 mo | 86.0% | HIGH |
| 5234 | 19 | Basic | 32 mo | 86.0% | HIGH |

■ Recommendations

- Immediate Outreach:** Contact the 93 high-risk customers immediately with personalized retention offers.
- Review Pricing:** High churn rate suggests pricing or value perception issues. Consider promotional discounts.

3. **Engagement Campaign:** Launch a re-engagement campaign targeting moderate-risk customers to prevent escalation.
4. **Monitor Login Activity:** Track login frequency as it's a strong predictor of churn.
5. **Payment Support:** Offer flexible payment options to customers with payment failures.
6. **Customer Success:** Assign dedicated support to high-value, high-risk customers.

Report generated by ChurnAI Prediction System | Confidential