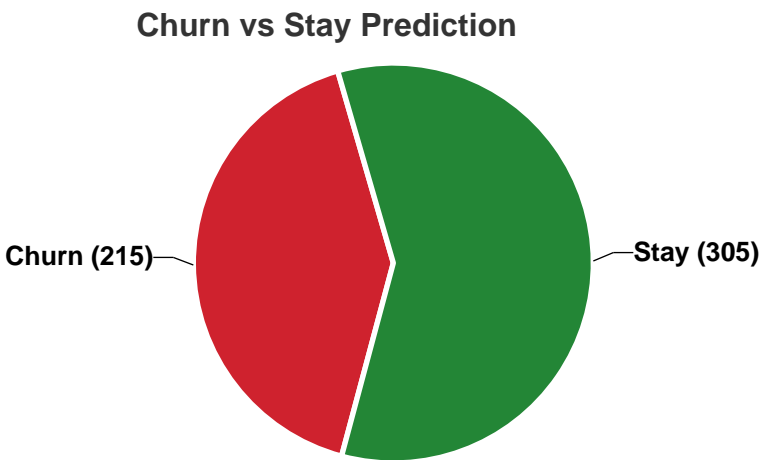


Customer Churn Prediction Report

Generated on January 28, 2026 at 11:43 AM

Executive Summary

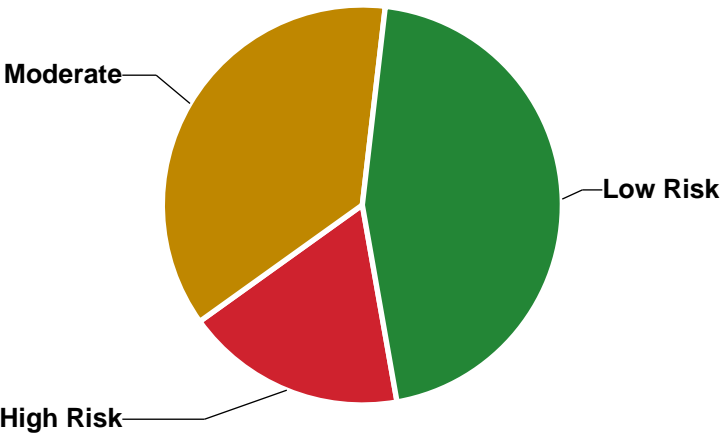
This report analyzes **520** customers for churn risk prediction. Based on our machine learning model (Random Forest), **215** customers (41.3%) are predicted to churn. The overall risk level for your customer base is **MODERATE**.



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

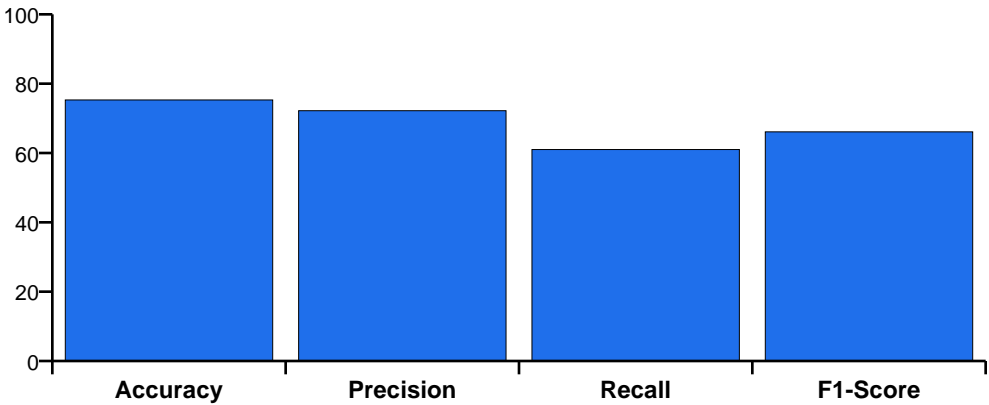


Risk Level	Count	Percentage	Priority
■ High Risk	93	17.9%	Immediate Action
■ Moderate Risk	191	36.7%	Monitor Closely
■ Low Risk	236	45.4%	Maintain

■ Model Performance Metrics

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

Model Performance Metrics (%)



Metric	Value	Description
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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

1. **Immediate Outreach:** Contact the 93 high-risk customers immediately with personalized retention offers.
2. **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.