

Customer Churn Prediction Report

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■ Model Performance Report

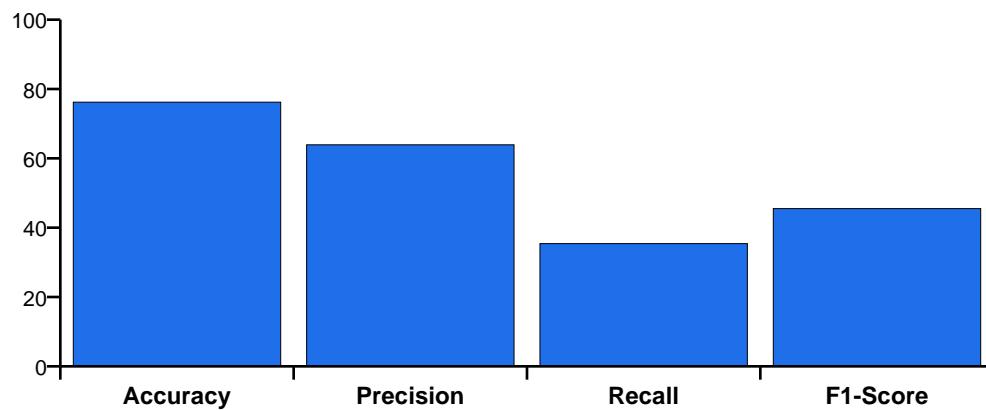
Model Information

Property	Value
Algorithm	Logistic Regression
Training Date	January 2026
Training Samples	4,000
Test Samples	1,000
Features Used	10

■ Model Performance Metrics

The predictions in this report were generated using **Logistic Regression** model.

Model Performance Metrics (%)



Metric	Value	Description
Accuracy	76.2%	Overall correct predictions
Precision	63.9%	Correct churn predictions out of all churn predictions
Recall	35.4%	Churners correctly identified out of all actual churners
F1-Score	45.5%	Harmonic mean of precision and recall

Confusion Matrix

		Predicted Stay	Predicted Churn
		Actual Stay	Actual Churn
Actual Stay	Predicted Stay	122	13
	Predicted Churn	42	23

Feature Importance

Feature	Importance	Impact
Last Login Days	25%	High - More days since login increases churn risk
Payment Failures	20%	High - Payment issues strongly predict churn
Login Frequency	15%	Medium - Lower frequency indicates disengagement
Watch Time	12%	Medium - Less engagement increases risk
Tenure	10%	Medium - Newer customers more likely to churn
Support Calls	8%	Low - Mixed impact on churn
Monthly Charges	5%	Low - Minor influence
Age	3%	Low - Minimal impact
Subscription Type	2%	Low - Minimal impact