Customer Churn Prediction Report

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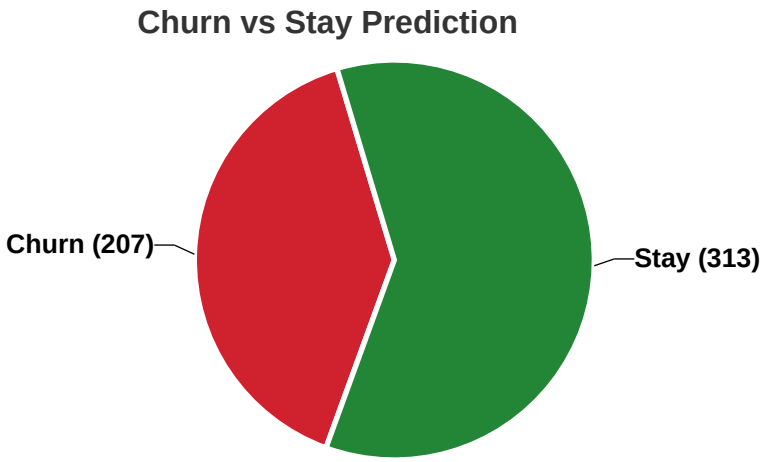
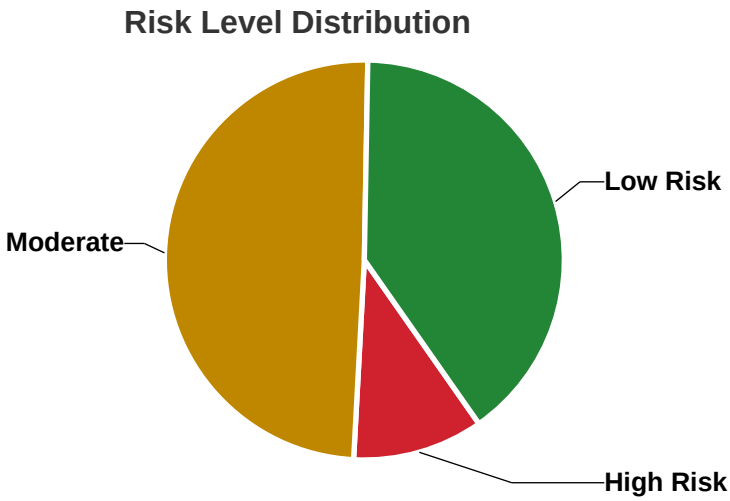
■ Executive Summary

This report analyzes **520** customers for churn risk prediction. Based on our machine learning model (Logistic Regression), **207** customers (39.8%) are predicted to churn. The overall risk level for your customer base is **LOW**.



Metric	Value	Status
Total Customers	520	—
Predicted to Churn	207	■■ Needs Attention
Predicted to Stay	313	✓
Churn Rate	39.8%	■■ High

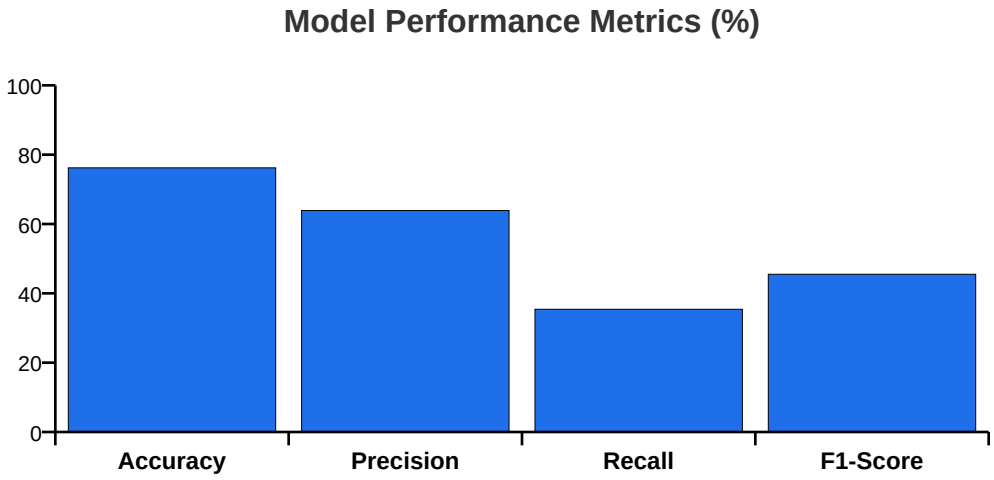
■ Risk Level Distribution



Risk Level	Count	Percentage	Priority
■ High Risk	55	10.6%	Immediate Action
■ Moderate Risk	257	49.4%	Monitor Closely
■ Low Risk	208	40.0%	Maintain

■ Model Performance Metrics

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



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

■■ High-Risk Customers (Top 15)

Customer ID	Age	Subscription	Tenure	Churn Prob.	Risk
5032	42	Basic	26 mo	90.0%	HIGH
5376	36	Basic	9 mo	90.0%	HIGH
5466	60	Basic	58 mo	88.0%	HIGH
5075	59	Basic	25 mo	86.0%	HIGH
5047	38	Standard	30 mo	84.0%	HIGH
5236	45	Premium	10 mo	84.0%	HIGH
5193	47	Basic	24 mo	83.0%	HIGH
5383	47	Standard	70 mo	83.0%	HIGH
5489	47	Basic	63 mo	83.0%	HIGH
5099	43	Premium	5 mo	83.0%	HIGH
5421	19	Basic	10 mo	82.0%	HIGH
5425	50	Standard	44 mo	82.0%	HIGH
5278	69	Basic	56 mo	82.0%	HIGH
5191	61	Standard	1 mo	82.0%	HIGH
5094	62	Standard	43 mo	81.0%	HIGH

■ Recommendations

1. **Immediate Outreach:** Contact the 55 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.