



Overview



Customer Attributes



Risk Analysis



Settings



Log Out

Churn Overview & Model Performance

1758

Total Customer

467

Actual Churned Customer

504

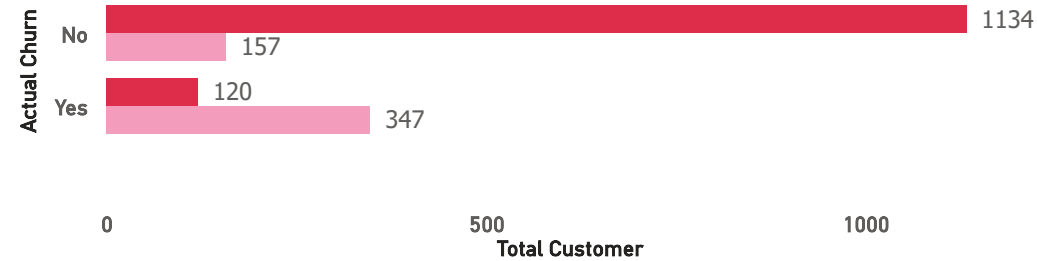
Predicted Churned Customer

0.84

Model Accuracy

Actual vs Predicted Churn Matrix

Predicted Churn ● No ● Yes



Confusion Matrix

347

True Positives

1134

True Negatives

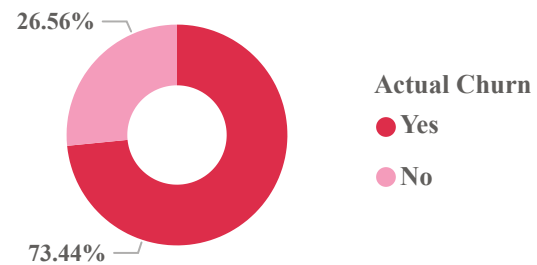
157

False Positives

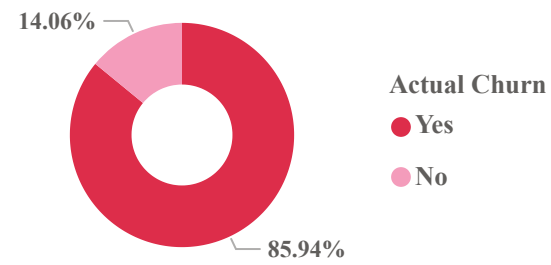
120

False Negatives

Actual Churn Rate



Predicted Churn Rate



0.69

Precision

0.74

Recall



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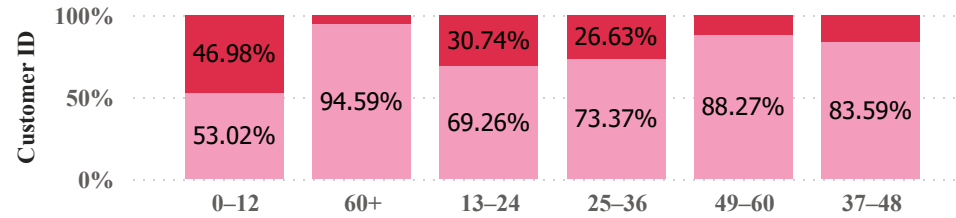
Churn Analysis by Customer Attributes

Customer ID

All

Churn Rate by Tenure Bin

Actual Churn No Yes



Customer Persona Card

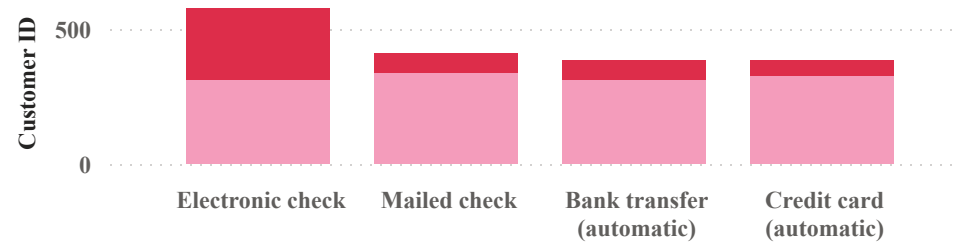
Tenure
57K

Monthly Charges
113.32K

Churn Probability
615.08

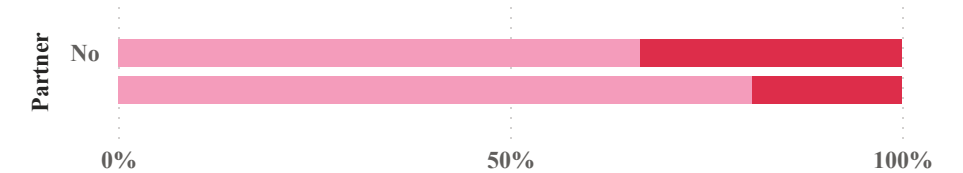
Churn Rate by Payment Method

Actual Churn No Yes

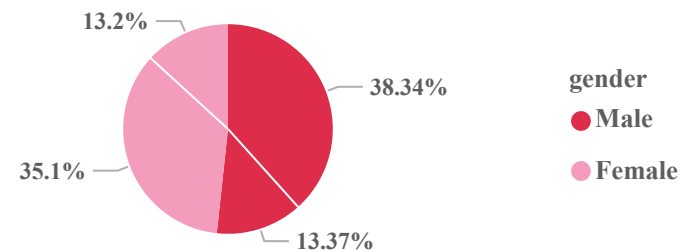


Churn Rate by Partner

Actual Churn No Yes

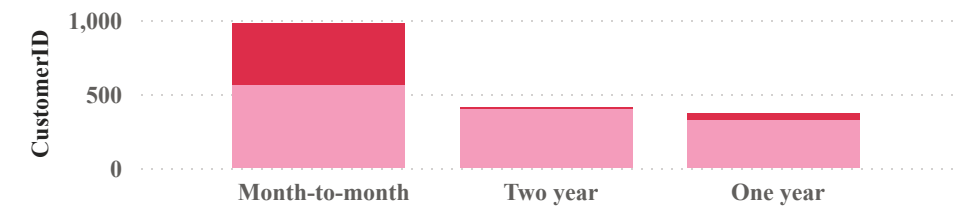


Churn Rate by Gender



Churn Rate by Contract

Actual Churn No Yes





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Churn Risk Analysis

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Total Customer

467

Actual Churned Customer

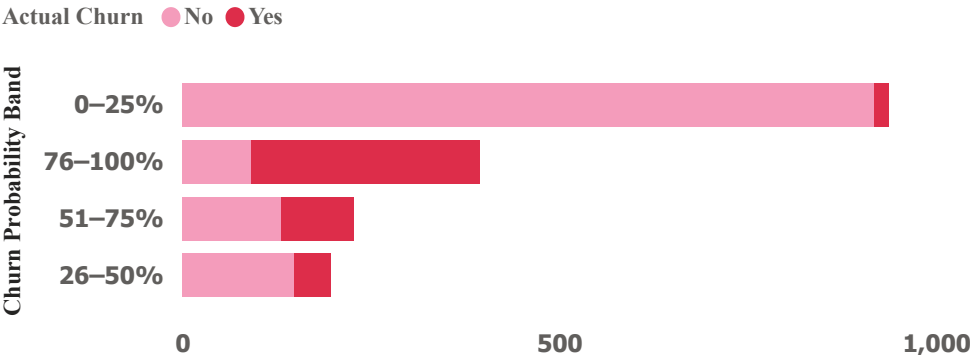
504

Predicted Churned Customer

0.84

Model Accuracy

Churn Probability Distribution



Top 5 High Risk Customer

customerID	Churn Probability	Predicted Churn	Tenure	Monthly Charges
0655-RBDUG	0.99	Yes	7	98.05
2027-FECZV	0.98	Yes	12	106.70
2720-WGKHP	0.98	Yes	2	94.00
6683-VLCTZ	0.98	Yes	20	98.55
7209-JCUDS	0.98	Yes	10	94.90

Churn Risk Histogram

