: Customer Churn prediction means knowing which customers are likely to leave or unsubscribe from your service. For many companies, this is an important prediction. This is because acquiring new customers often costs more than retaining existing ones

One of the ways to calculate a churn rate is to divide the number of customers lost during a given time interval by the number of active customers at the beginning of the period. For example, if you got 1000 customers and lost 50 last month, then your monthly churn rate is 5 percent

Churn prediction means detecting which customers are likely to leave a service or to cancel a subscription to a service. It is a critical prediction for many businesses because acquiring new clients often costs more than retaining existing ones

Churn prediction means detecting which customers are likely to leave a service or to cancel a subscription to a service. It is a critical prediction for many businesses because acquiring new clients often costs more than retaining existing ones. Once you can identify those customers that are at risk of cancelling, you should know exactly what marketing action to take for each individual customer to maximise the chances that the customer will remain.

Different customers exhibit different behaviours and preferences, so they cancel their subscriptions for various reasons. It is critical, therefore, to proactively communicate with each of them in order to retain them in your customer list. You need to know which marketing action will be the most effective for each and every customer, and when it will be most effective.