

Customer Churn Prediction
& Retention Strategy

City

▼

All

▼

Senior_Ci...

▼

All

▼

HighValueCustomer

▼

All

▼

Internet_Servi...

▼

All

▼

Tenure Band

▼

All

▼

Payment_Met...

▼

All

▼

Churn_Reason

▼

All

▼

7032

Customers

0.73

Retention %

1864

High Risk Customers

0.27

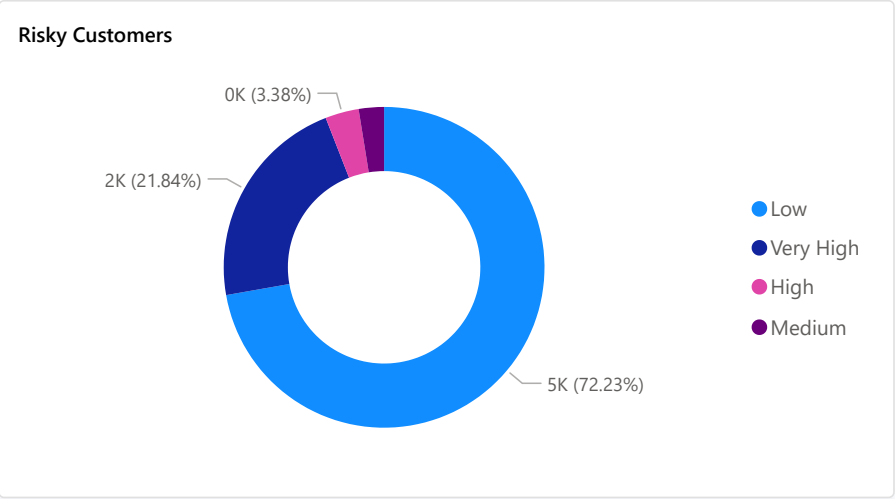
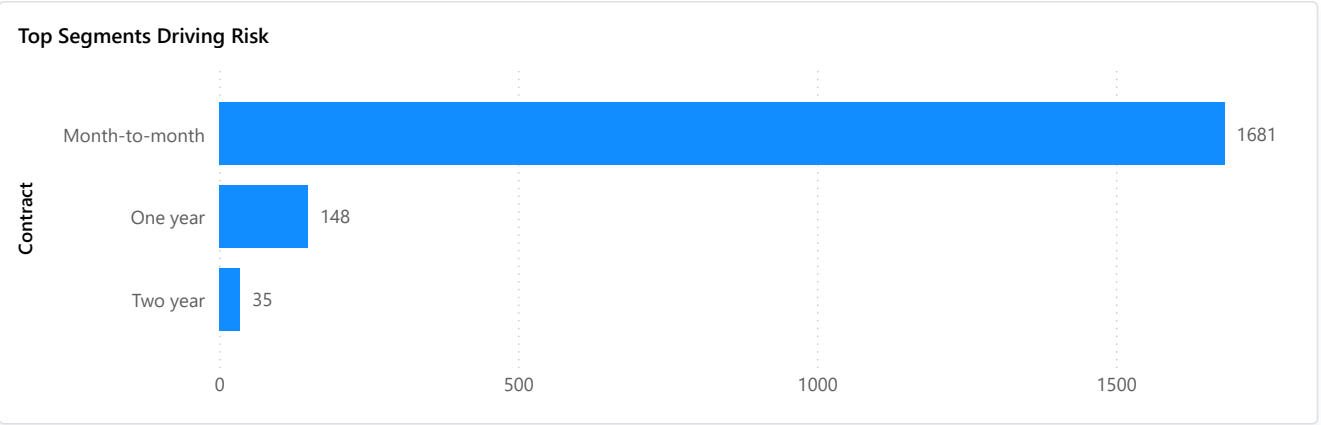
Churn Rate %

7.72M

Potential Revenue Loss

0.00

ROI %

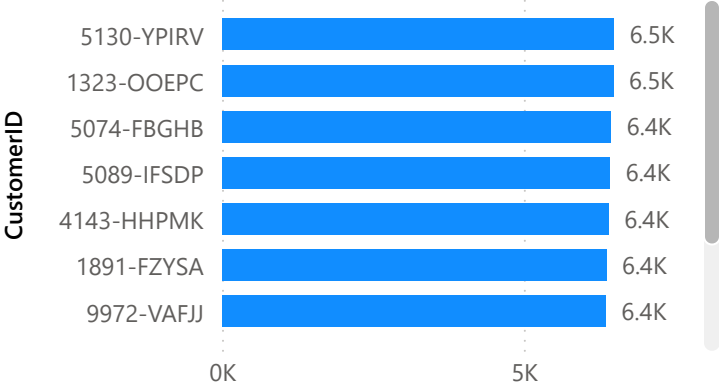




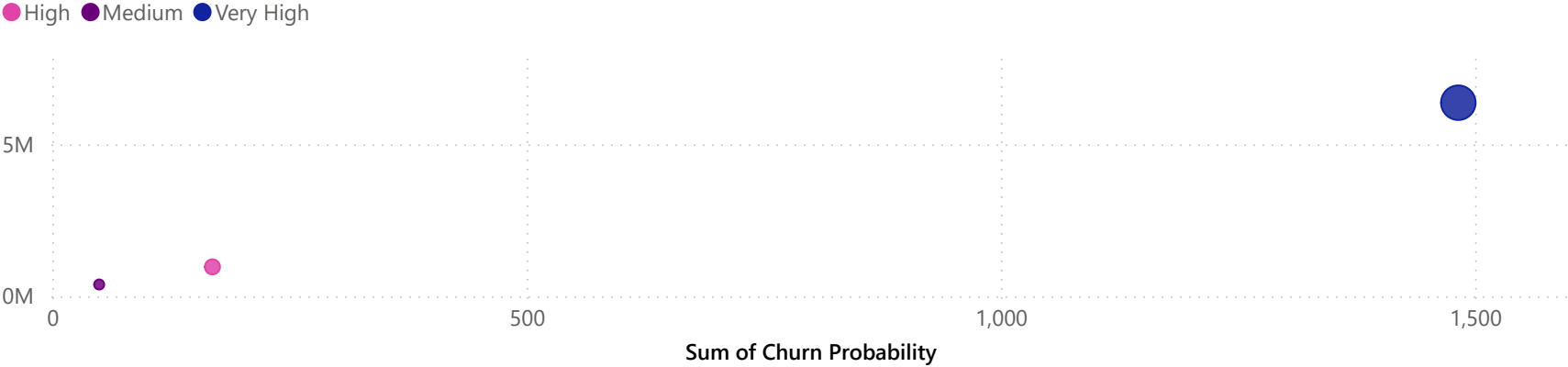
Customer Churn Prediction & Retention Strategy

1864

Top 10 CLTV at Risk



Risk vs Value



CustomerID	rank_highest_risk	Risk Bucket	Churn Probability	CLTV	Contract	Monthly_Charges	Payment_Method	Tenure_Months	City	Churn_Reason
4925-LMHOK	1864	Very High	0.99	2,003.00	Month-to-month	58.60	Credit card (automatic)	15	Stockton	Service dissatisfaction
4702-IOQDC	1863	Very High	1.00	2,007.00	Month-to-month	70.10	Electronic check	1	Gustine	Competitor offered higher dow
3198-VELRD	1862	Very High	1.00	2,014.00	Month-to-month	84.75	Bank transfer (automatic)	3	Marina Del Rey	Attitude of support person
2205-YMZZJ	1861	Very High	0.97	2,015.00	Month-to-month	84.80	Electronic check	7	Clovis	Competitor made better offer
8884-ADFVN	1860	Very High	0.95	2,016.00	Month-to-month	101.95	Electronic check	7	Roseville	Don't know
4415-IJZTP	1859	Medium	0.56	2,016.00	Month-to-month	74.50	Electronic check	1	Los Angeles	Competitor had better devices
7534-BFESC	1858	Very High	1.00	2,018.00	Month-to-month	76.10	Electronic check	24	Boulevard	Price too high
9170-CCKOU	1857	Very High	0.99	2,026.00	Month-to-month	90.20	Credit card (automatic)	17	Fremont	Product dissatisfaction
8775-CEBBJ	1856	Very High	0.88	2,029.00	Month-to-month	44.20	Bank transfer (automatic)	9	Seeley	Competitor offered higher dow
3811-VBYBZ	1855	Very High	1.00	2,031.00	Month-to-month	99.80	Electronic check	7	Lytle Creek	Competitor had better devices
3640-PHQXK	1854	Very High	0.97	2,031.00	Month-to-month	89.90	Electronic check	31	Union City	Service dissatisfaction
2057-ZBLPD	1853	Very High	0.88	2,036.00	Month-to-month	86.50	Electronic check	21	Los Gatos	Competitor offered more data
0463-ZSDNT	1852	High	0.75	2,037.00	Month-to-month	56.75	Bank transfer (automatic)	10	Escondido	
8740-CRYFY	1851	Very High	0.94	2,038.00	Month-to-month	78.95	Electronic check	1	Sacramento	Competitor offered higher dow
5650-VDUDS	1850	Very High	1.00	2,038.00	Month-to-month	24.25	Mailed check	4	Kernville	Competitor made better offer
6839-ITVZJ	1849	High	0.71	2,039.00	Month-to-month	60.05	Electronic check	26	Los Angeles	Don't know

Total

1864

High Risk Custo...

186.40

Expected Retained ...

7.72M

Potential Revenue Loss

771.91K

Saved Revenue (...)

7.28

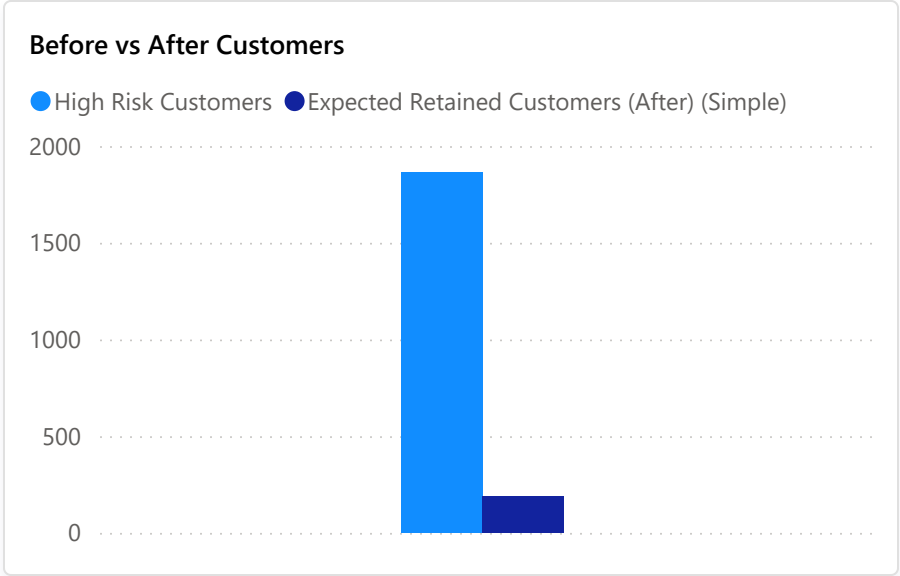
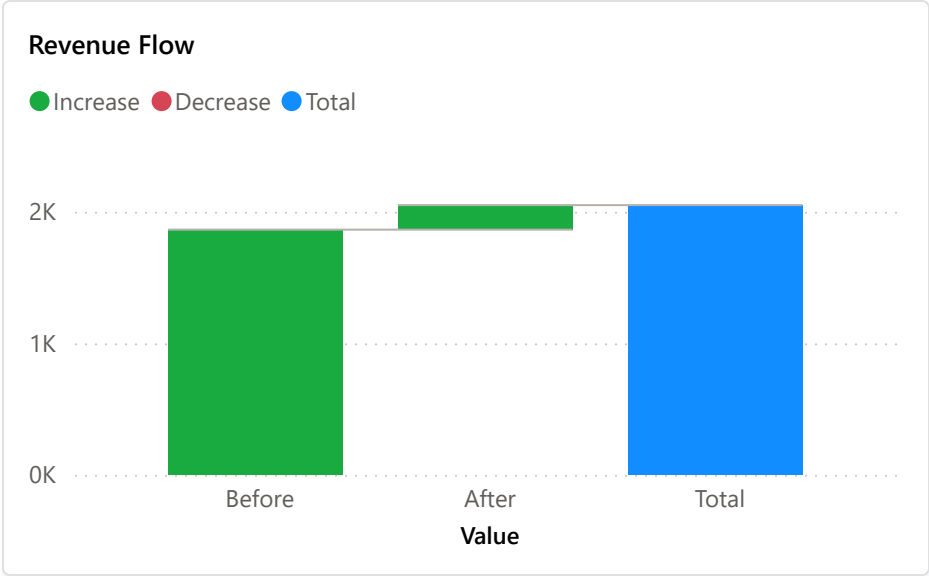
ROI %

93K

Campaign Cost

678.71K

Net Benefit



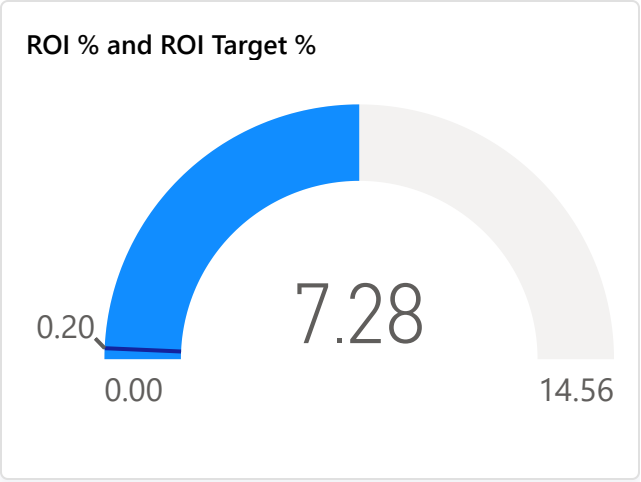
Retention Uplift %

10

Campaign Cost per Customer

50

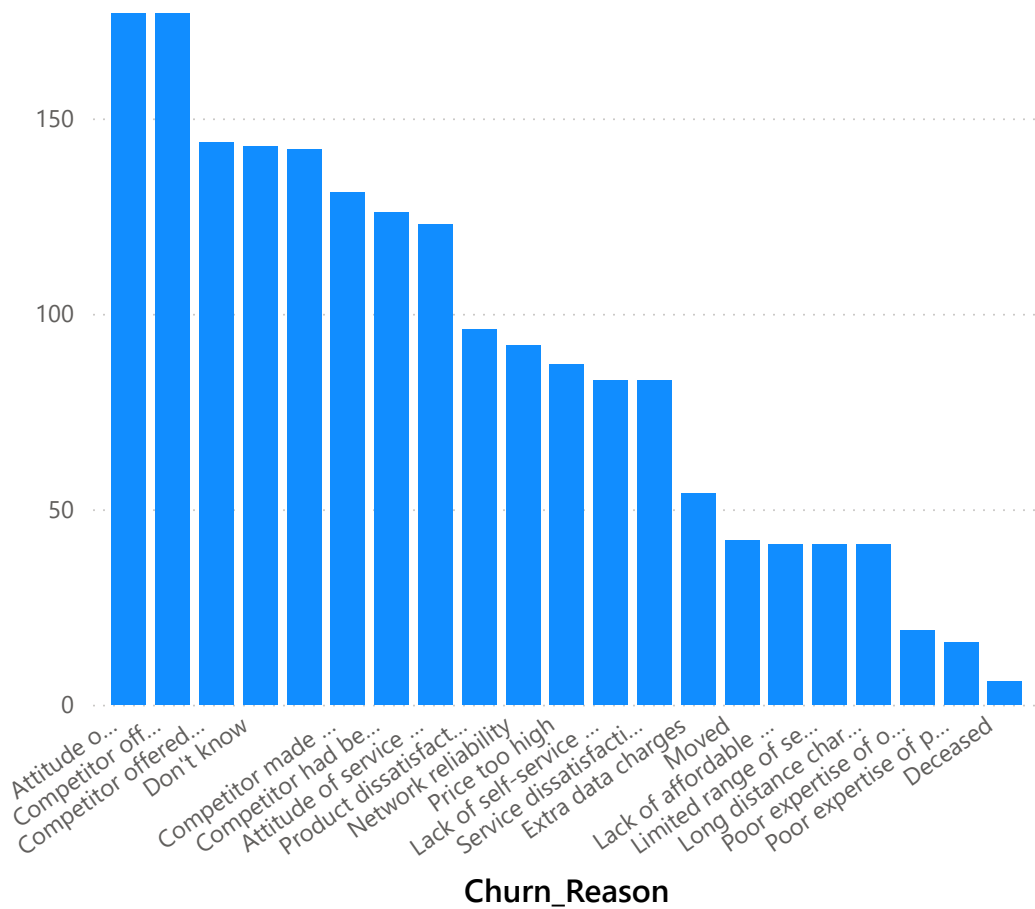
CustomerID	rank_highest_risk	CLTV	Churn Probability	Churn_Reason	SuggestedAction
4925-LMHOK	1864	2,003.00	0.99	Service dissatisfaction	Standard Nurture
4702-IOQDC	1863	2,007.00	1.00	Competitor offered higher download speeds	Standard Nurture
3198-VELRD	1862	2,014.00	1.00	Attitude of support person	Standard Nurture
2205-YMZZJ	1861	2,015.00	0.97	Competitor made better offer	Standard Nurture
8884-ADFVN	1860	2,016.00	0.95	Don't know	Standard Nurture
4415-IJZTP	1859	2,016.00	0.56	Competitor had better devices	Standard Nurture
7534-BFESC	1858	2,018.00	1.00	Price too high	Standard Nurture
9170-CCKOU	1857	2,026.00	0.99	Product dissatisfaction	Standard Nurture
8775-CEBBJ	1856	2,029.00	0.88	Competitor offered higher download speeds	Standard Nurture
Total					Multiple customers selected





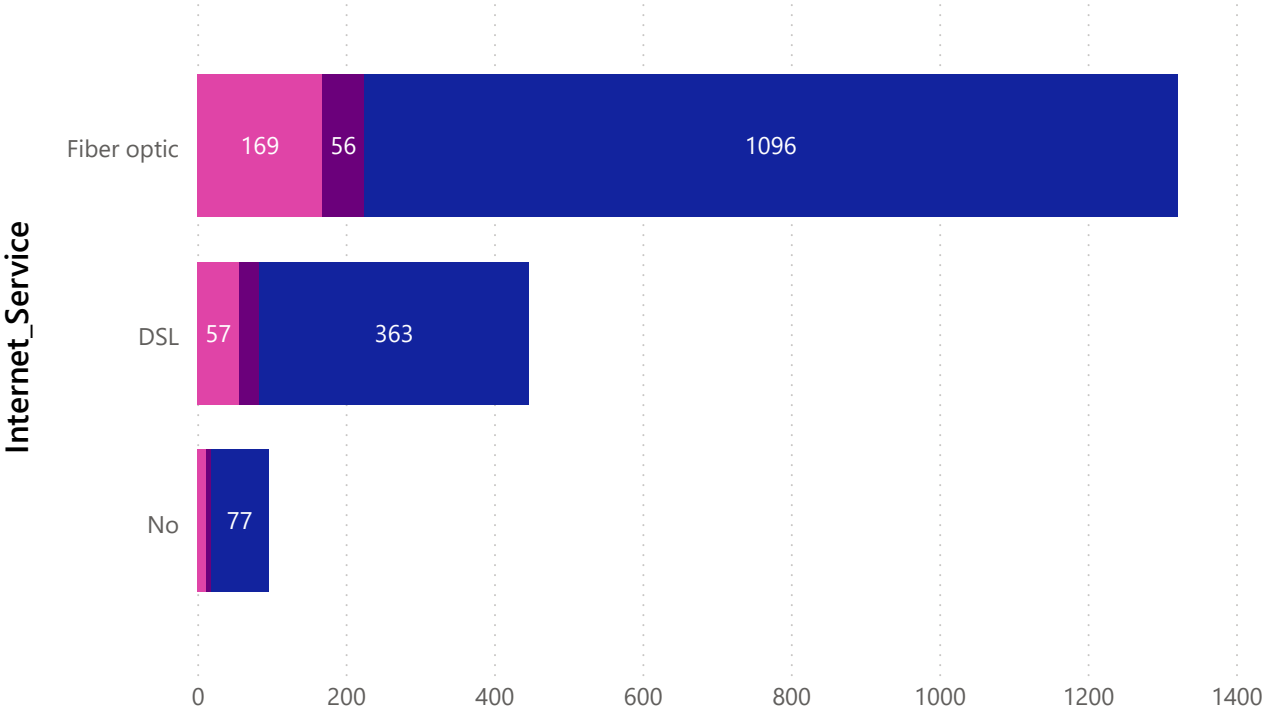
Customer Churn Prediction & Retention Strategy

Churn Reasons (High-Risk only)



Services vs Risk

High Medium Very High





Customer Churn Prediction & Retention Strategy

Internet_Service

▼

All

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CustomerId	churn prob				
4925-...	0.99	2.00K	58.60	15	Very Hi...
Sum of CLTV		Sum of Monthly_Charges	Sum of Tenure_Months	First Risk Bucket	

Internet_Service	Payment_Method	Paperless_Billing	Phone_Service	Contract	Device_Protection	Online_Backup	Online_Security	Tech_Support	Streaming_TV	Streaming_Movies
DSL	Credit card (automatic)	Yes	Yes	Month-to-month	No	Yes	No	Yes	No	No