

Executive Dashboard

EXECUTIVE DASHBOARD

DEEP DIVE
ANALYSIS

ML/Analytics page

ML/Analytics page2

Total Customer

5K

Churn Rate %

50.29

Annual Revenue

\$0.082...

Revenue at Risk

\$0.06...

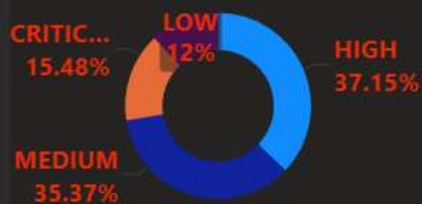
Model Accuracy

1

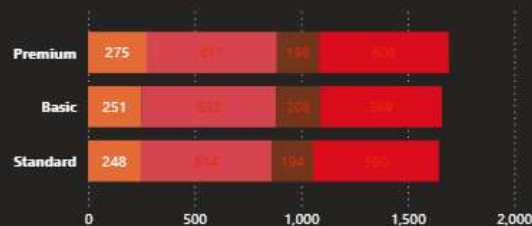
Avg of Age

43.85

Churn by Risk Category



Subscription Distribution



Model Performance



Subscription_Type

All

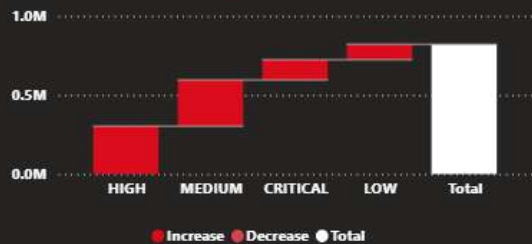
Region

All

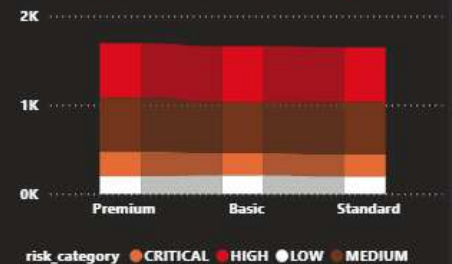
Risk category

All

Revenue Loss Breakdown



Customer Journey



DEEP DIVE ANALYSIS

Subscription_type

All

Region

All

Risk category

All

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DASHBOA...

DEEP DIVE
ANALYSIS

ML/Analytic
s page

ML/Analytic
s page2

Total Customer

5K

Churn Rate %

50.29

Avg of watch hours

11.65

Avg of last login days

30.09

Avg of monthly fee

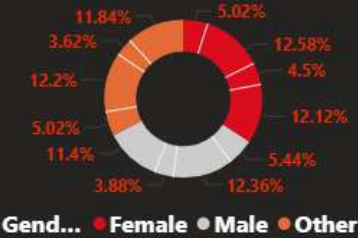
13.68

Revenue at Risk

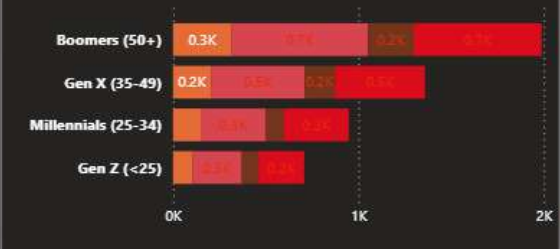
\$0.062...



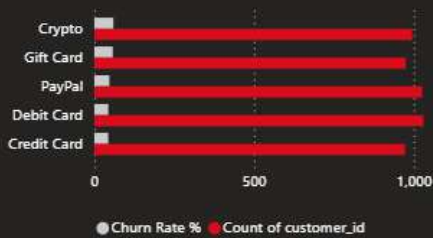
Gender Distribution



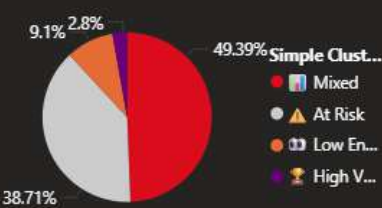
Age Group Analysis



Payment Method Performance



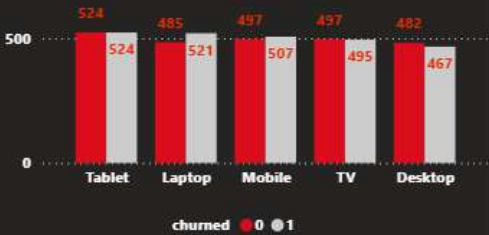
Segment Distribution



Favorite Genre Distribution



Device-wise Churn



OTT CHURN PREDICTION

Subscription_Type
All

Risk category
All

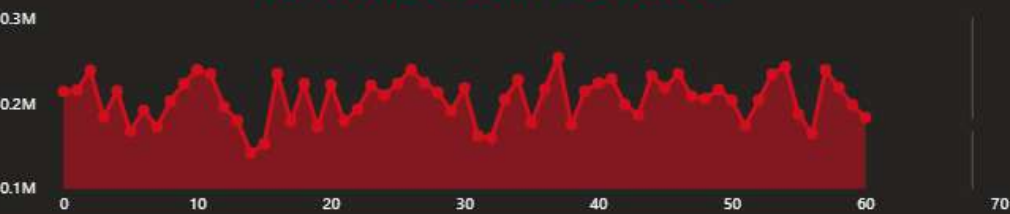
Region
All

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s page

Customer Churn Prediction



Top 5 Churn Drivers

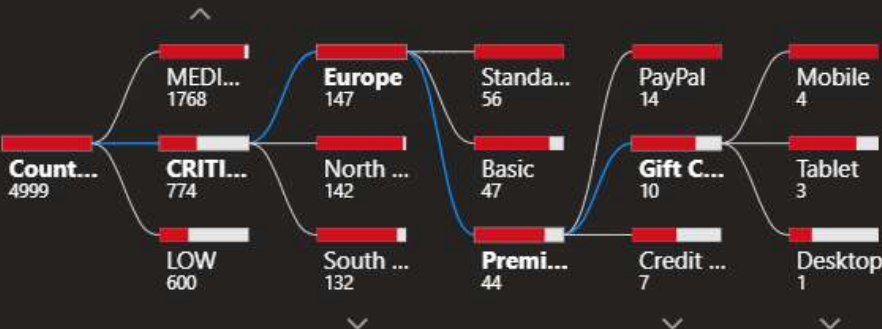
risk_c... x
CRITICAL

region x
Europe

subscr... x
Premium

payme... x
Gift Card

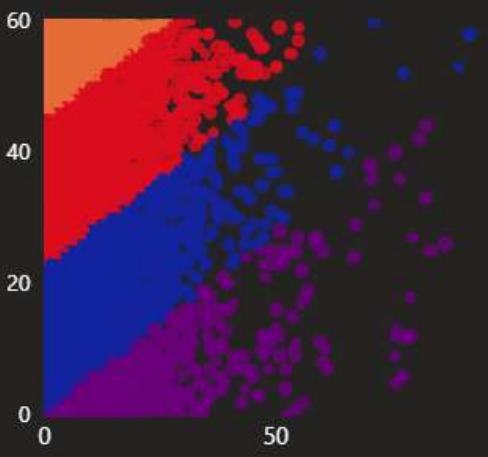
device x



Churn Anomaly Detection - Sp 30 & 60 Days"



FIELD CONFIGURATION



Subscription_Type

All

Risk category

All

Region

All

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ANALYSIS

ML/Analytics page

ML/Analytics page2

Key Factors Affecting Churn

When...

...the average of churned
increases by

Sum of
avg_watch_time_per_day is
0.1 or less

0.57

Sum of watch_hours is 4.98
or less

0.52

Sum of last_login_days is
more than 30

0.49

Sum of
avg_watch_time_per_day is
0.1 - 0.17

0.4

Sum of
avg_watch_time_per_day is
0.17 - 0.34

0.19

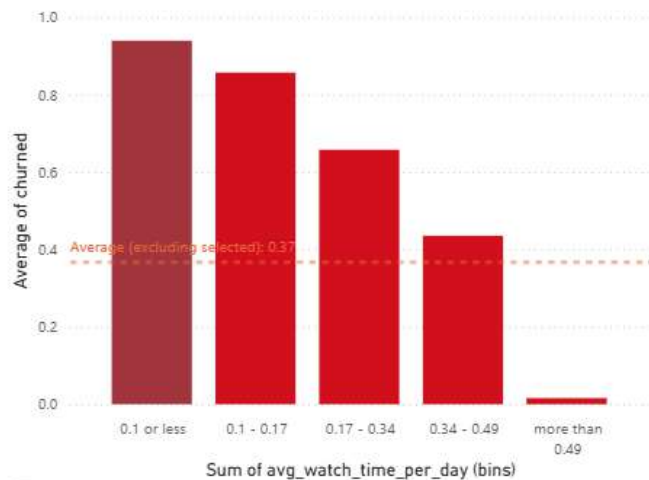
Sum of number_of_profiles
is 3 or less

0.19

subscription_type is Basic

0.17

← churned is more likely to increase when Sum of avg_watch_time_per_day is 0.1 or less than otherwise (on average).



☐ Only show values that are influencers