# Welcome to our CRM. Sign In to see latest updates.

Enter your details to proceed further

Username

Admin123

Password

Start typing...

Remember me

Sign In

Or sign in with

LapisAI

Welcome,

**Admin**

## HIGH-RISK ALERT

05:48AM

**C-0992 (Enterprise)**

Probabilitas churn naik ke 85%. Segera tawarkan diskon.

10:28AM

**C-0112 (Professional)**

Mengirimkan 3 tiket komplain hari ini

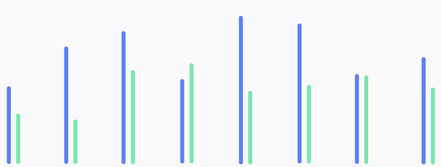
07:58PM

**C-0091 (Starter)**

Probabilitas churn naik ke 85%. Segera dihubungi.

### Churn vs Retention Rate

Week to week performance



# Dashboard

| | |
|---|---|
| 0,687 | Starter |
| 0,786 | Enterprise |
| 0,576 | Professional |

## Customer Churn

Day | Week | Month

| Customer ID | | Details |
|---|---|---|
| C-0267 | Starter/Monthly | 0,567 Not Churned |
| C-0091 | Starter/Monthly | 0,867 Churned |
| C-0176 | Starter/Monthly | 0,389 Churned |
| C-0056 | Starter/Monthly | 0,567 Churned |
| C-0002 | Starter/Monthly | 0,375 Not Churned |
| C-0001 | Starter/Monthly | 0,876 Churned |
| C-0011 | Starter/Monthly | 0,567 Churned |

All Customer — 2.480 Total Customers

## Feedback Customer

Day | Week | Month

| Customer ID | | Details |
|---|---|---|
| C-0267 | UI responsif, prediksi sangat akurat. | NPS: 9 Positive |
| C-0091 | Performa lambat saat muat dataset. | NPS: 5 Negative |
| C-0176 | Analisis sentimen NLP luar biasa! | NPS: 8 Positive |
| C-0056 | Bagus, butuh fitur ekspor PDF. | NPS: 10 Positive |
| C-0002 | Dokumentasi API masih kurang lengkap. | NPS: 6 Netral |
| C-0001 | Fitur membantu, harga agak mahal. | NPS: 7 Netral |
| C-0011 | Integrasi mulus, tim support responsif. | NPS: 9 Positive |

All Feedbacks — 1.520 Total Feedbacks

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### Log System & Machine Learning

**Model Retrained**
XGBoost model accuracy increased to 92.4%
15 min ago

**Data Sync**
500 new rows synced from Supabase.
1 hrs ago

**Auto-Action**
Retention email sent to 5 high-risk Enterprise clients.
2 hrs ago

**Data Anomaly**
Unusual spike in Support Tickets detected today.
4 hrs ago

**Pipeline Complete**
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1 day ago

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# Customer Churn Prediction

## Prediction Input

Algorithm Type: XGboost / CatBoost

Plan Type: Choose The Plan

Contract Type: Choose The Contract

Threshold: Start typing...

Last Login Days Ago: Start typing...

Support Tickets Last 90d: Start typing...

Tenure Months: Start typing...

Feature Adoption PCT: Start typing...

Monthly Revenue: Start typing...

Payment Delay Count: Start typing...

RUN PREDICTION

## Prediction Response

LapisAI

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# Customer Churn Prediction

## Prediction Input

Algorithm Type: XGboost / CatBoost

Plan Type
Choose The Plan
- All
- Starter
- Enterprise
- Professional

Contract Type
Choose The Contract
- All
- Monthly
- Annual

Threshold
Start typing...

## Prediction Response

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# Customer Churn Prediction

## Prediction Input

Algorithm Type: XGboost / CatBoost

Plan Type: Starter
Contract Type: All

Threshold: 0,50
Last Login Days Ago: 0
Support Tickets Last 90d: 2
Tenure Months: 24

Feature Adoption PCT: 53,2
Monthly Revenue: 181,75
Payment Delay Count: 0

**RUN PREDICTION**

## Prediction Response

| Probability | Prediciton | Model |
|---|---|---|
| 99.21% | Churn | XGBoost |

| Threshold | Plan Type | Selected Features |
|---|---|---|
| 0,50 | Starter | 6 |

**Missing features: None**

**Used features: last_login_days_ago, support_tickets_last_90d, tenure_months, feature_adoption_pct, monthly_revenue, payment_delay_count**

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# Data Management & Integration

## Import & Sync Data

Drag & Drop CSV/Excel
or click to browse . . .
*Format: .csv, .xlsx

## Export Data & Reports

Export Type
Choose Type...

Filter Export
Choose Type...

Download Data

## Data Pipeline Logs

| Date & Time | Action | Status | Rows |
|---|---|---|---|
| 04 May 10:00 | Auto-Sync Supabase | Success | +500 |
| 03 May 15:30 | Export Predicted Churn | Success | 3,050 |
| 01 May 09:15 | Upload ‘billing_apr.csv’ | Failed | 0 |
| 28 May 11:20 | Export NLP Sentiment | Success | 1,520 |

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## Import & Sync Data

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or click to browse . . .
*Format: .csv, .xlsx

## Export Data & Reports

Export Type
Choose Type...
- Scored Customer Data
- NLP Sentiment Analysis
- Executive Summary Repor

Filter Export
Choose Type...
- Starter
- Enterprise
- Professional

Download Data

## Data Pipeline Logs

| Date & Time | Action | Status | Rows |
|---|---|---|---|
| 04 May 10:00 | Auto-Sync Supabase | Success | +500 |
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Mengirimkan 3 tiket komplain hari ini

# Advance Analysis

## Analysis Input

Algorithm Type: XGboost / CatBoost

Plan Type: Choose The Plan
Contract Type: Choose The Contract
Status: Choose The Status

Threshold: Start typing...
Last Login Days Ago: Start typing...
Support Tickets Last 90d: Start typing...
Tenure Months: Start typing...

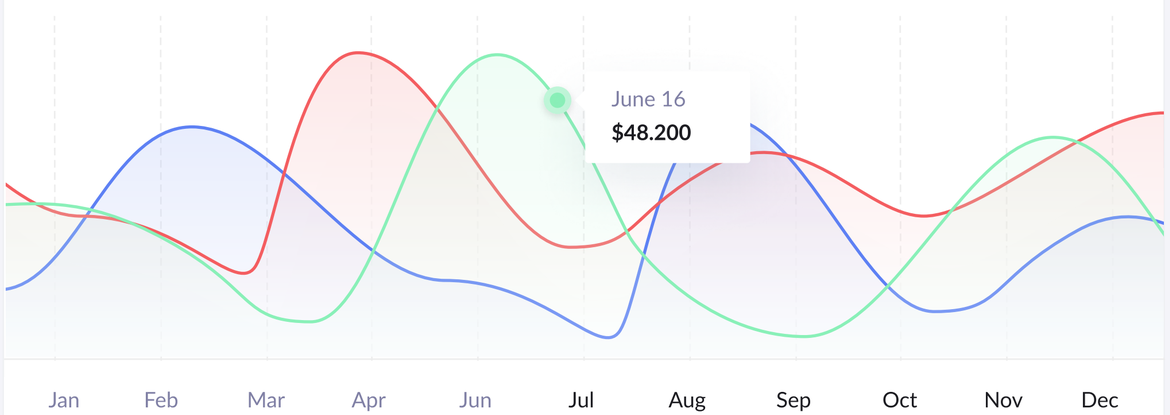
Feature Adoption PCT: Start typing...
Monthly Revenue: Start typing...
Payment Delay Count: Start typing...

Automatic System Provides Results

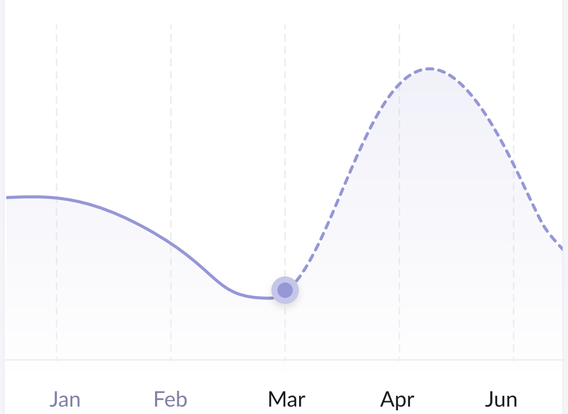
| | | | |
|---|---|---|---|
| **Total Evaluated** Customers in view | **High-Risk Cust** Predicted Churn | **Model Accuracy** Accuracy dan Match Rate | **Avg. Probability** Probability |
| 3,000 | 1,569 | 77.07% | 50.80% |

## Histogram Probabilitas

Day Week Month




## Predicted Revenue Loss



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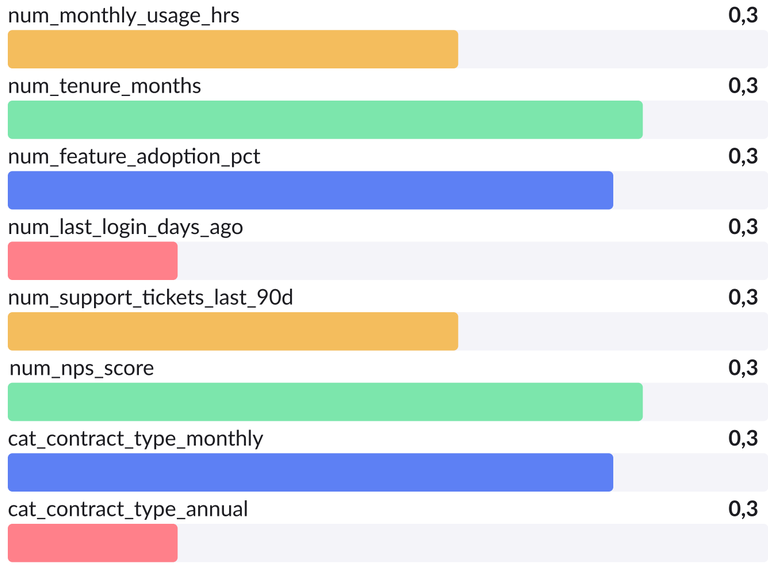
## Top Global SHAP Drivers (Tenure)




## NPS & Sentiment Trend

Day Week Month

**$142.000**
Total income

## Customer Risk & Explanation Table

Day Week Month

| Customer ID & Plan | Churn Probability | Top Churn Factor | Revenue at Risk | Risk Trend | Suggested Action |
|---|---|---|---|---|---|
| **Macbook Pro** ID 10-3290-08 | **Rodney Cannon** rodney.cannon@gmail.com | **United Kingdom** 193 Cole Plains Suite 649, 891203 | $18.00 | $118.00 | Shipped |
| **Dell Laptop** ID 10-3456-18 | **Mike Franklin** mike.franklin@gmail.com | **United States** 619 Jeffrey Freeway Apt. 273 | $28.00 | $208.00 | Processing |
| **Macbook Air** ID 10-3786-23 | **Louis Franklin** louis.franklin@gmail.com | **Germany** 200 Davis Estates Suite 621 | $18.00 | $118.00 | Processing |

# Local SHAP Explanation

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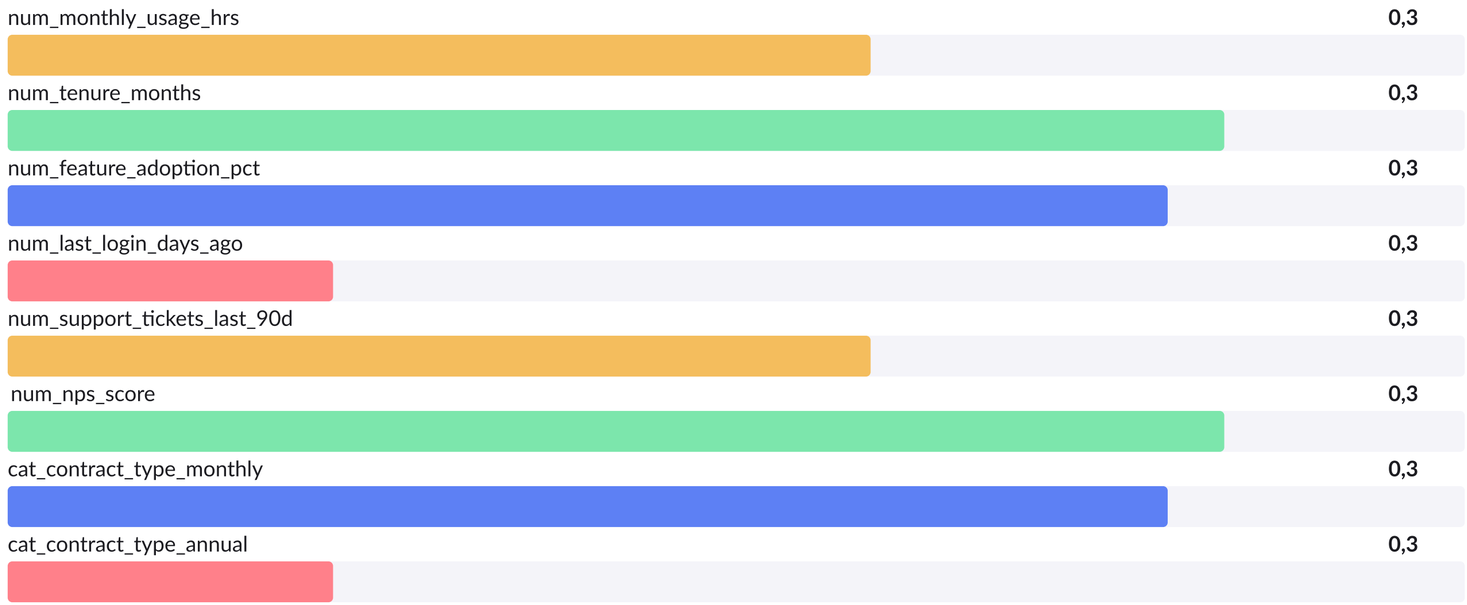
**C-0112 (Professional)**
Mengirimkan 3 tiket komplain hari ini

Prev | Customer ID **C-001** | Next

| Plan Type | Contract Type | Model | Threshold | Tenure Months | Future Adaption PCT |
|---|---|---|---|---|---|
| Starter | Monthly | XGBoost | 0,50 | 24 | 53,2 |

| Payment Delay Count | Last Login Days Ago | Support Tickets Last 90d | Monthly Revenue |
|---|---|---|---|
| 0 | 0 | 2 | 161,75 |

## SHAP Value




## Retained action suggestion

- **Prioritaskan follow-up penagihan dan opsi pembayaran yang lebih fleksibel untuk pelanggan dengan keterlambatan pembayaran tinggi.**
- **Buat eskalasi support untuk pelanggan dengan tiket komplain yang menumpuk.**
- **Lakukan re-engagement untuk pelanggan yang mulai jarang login.**
- **Beri onboarding lanjutan / edukasi fitur untuk meningkatkan adopsi produk.**
- **Tindak lanjuti pelanggan dengan sentimen rendah melalui survey dan outreach Customer Success.**

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**Total Reviews Analyzed**
Day comparison
1.520 ↑

**Average NPS Score**
Day comparison
7.8 ↓

**Sentiment Ratio**
Day comparison
15%|25%|60%

## Recent Analyzed Feedbacks

View all

| Feedback | Tag |
|---|---|
| Aplikasi sering telat saat memuat dataset besar.. C-0972 | Negative |
| Resolusi face recognition sangat mulus di update ini! C-0112 | Positive |
| Tampilan UI untuk menu eyes tracking sedikit berubah. C-1499 | Neutral |
| Aplikasi sering telat saat memuat dataset besar.. C-0973 | Negative |

## Sentiment & Keyword Analysis

View all

| Term | Frequency | Dominant Sentiment |
|---|---|---|
| 1. telat | 157 | Negative |
| 2. my | 130 | Neutral |
| 3. face | 104 | Negative |
| 4. eyes | 56 | Neutral |
| 5. game | 51 | Positive |

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**Admin**

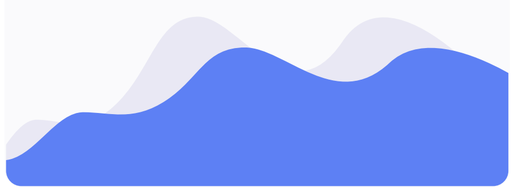
## HIGH-RISK ALERT

05:48AM
**Unkown**
Pending...

10:28AM
**Unkown**
Pending...

07:58PM
**Unkown**
Pending...

**Churn vs Retention Rate**
Week to week performance



# Dashboard

## Website Not Responding
## 404

Please wait until the process begin.

Refresh