



7032

26.58%

High Risk Users

540

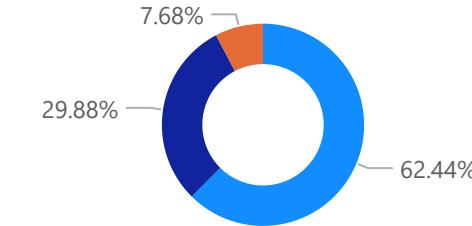
₹543K

Churn Rate

Revenue at Risk

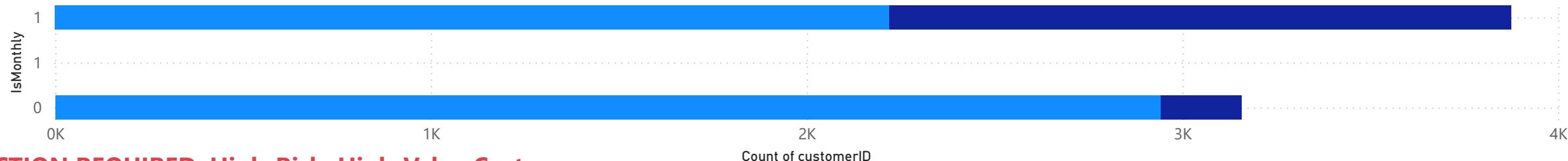
Total Active users

Customer Risk Distribution



Churn by Contract (1 = Monthly)

Churned 0 1



ACTION REQUIRED: High-Risk, High-Value Customers

customerID	Churn risk%	LifetimeValue(\$)	ChurnRisk	Features Used	
2636-ALXXZ	0.93	69.60	High		1
4550-EVXNY	0.93	69.65	High		1
4871-JTKJF	0.93	69.65	High		1
6502-MJQAE	0.93	69.60	High		1
7254-IQWOZ	0.93	69.65	High		1
7665-TOALD	0.93	69.60	High		1
8062-YBDOE	0.93	69.65	High		1
8375-DKEBR	0.93	69.60	High		1
4510-HIMLV	0.92	69.80	High		1
5134-IKDAY	0.92	69.80	High		1
5539-TMZLF	0.92	69.75	High		1
4603-JANFB	0.92	69.85	High		1
5550-VFRLC	0.92	69.85	High		1
0488-GSLFR	0.92	69.50	High		1
Total		652.73		542,581.75	1062