



7032

Total Active users

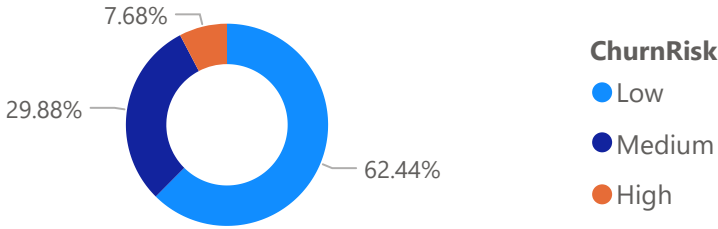
26.58%

Churn Rate

High Risk Users
540

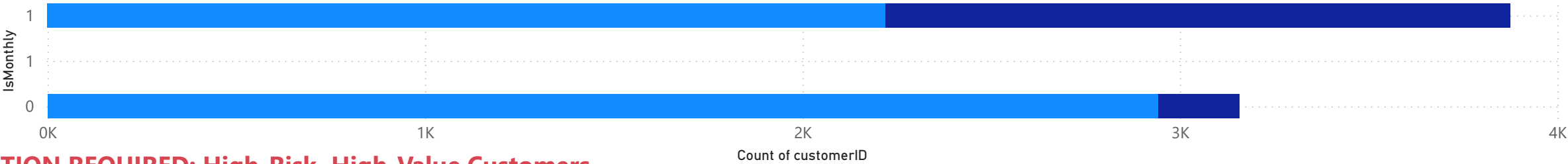
₹543K
Revenue at Risk

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