Dynamic Auto Churn Scoring

Number of clients
23,09K

Average cancellation score
0,079

Average cancellation rate (%)
0,084

Confusion matrix
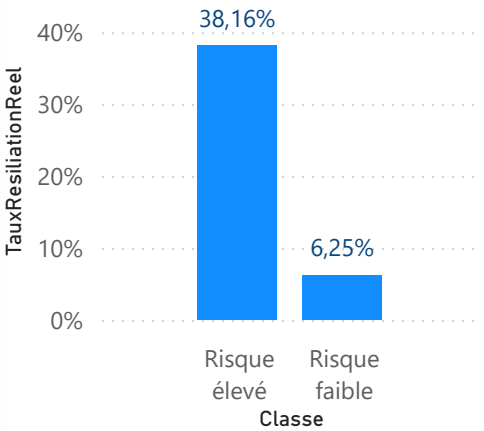
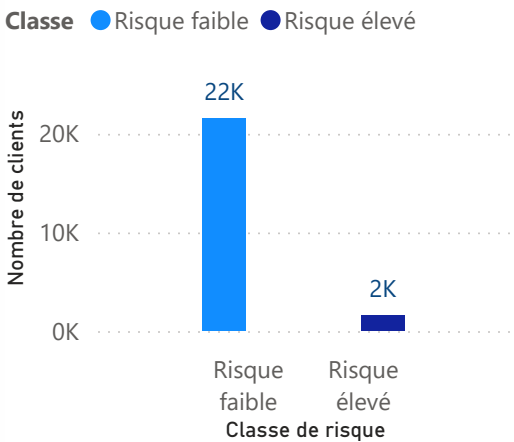| Observé		0	1
0	🟢	20206	🔶 953
1	🔶 1347		🔶 588

Lift curve

Lift Curve

— Lift curve
--- Random

Lift

% de la population ciblée
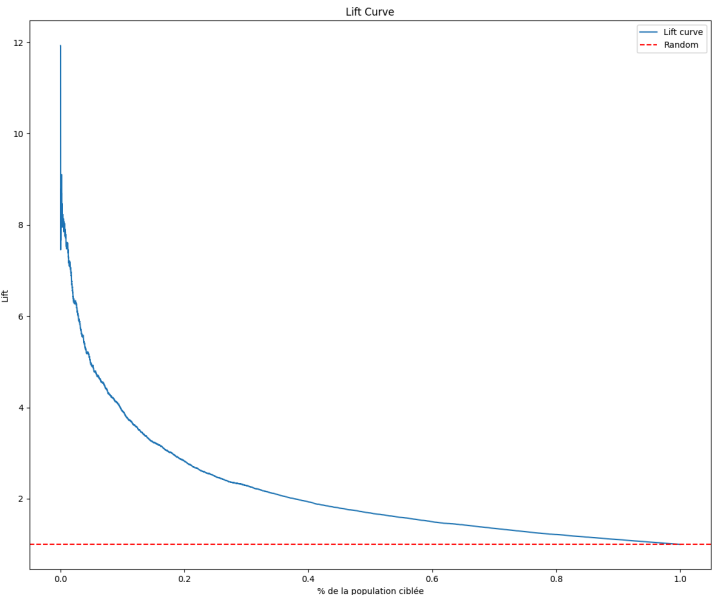
Actual churn rate by risk segment

38,16%

6,25%

TauxResiliationReel

Risque élevé — Risque faible

Classe

Number of clients by risk class

Classe 🔵 Risque faible 🔵 Risque élevé

22K

2K

Nombre de clients

Risque faible — Risque élevé

Classe de risque

Percentage of clients by risk class

Risque faible — 0,93
Risque élevé — 0,07

Classe

PourcentageClientsParClasse

Risk profile table

Variable	ValeurProfil
ECH_CON	fin_an, deb_an,
CDMARVEH	CITROEN, PEUGEOT, RENAULT
CD_FML	C, S, T
NOTAREFF	BL050, BL064, BL100
NIVBM	95, 50, 100
CD_CSP	7, , 5
CDUSGAUT	613, 611, 601
RN_VL_VH	6, 5, 7
MTPAATTC	[316,82 ; 29473,72]
DTOBTPDC	[2008, ; 13409,]
ANCCLI	[11688, ; 14664,]
DTPMRMCI	[10166, ; 13758,]
COEFPFLT	[0,85 ; 1,03]
DI	8,00
RESMH	6,00
RESDI	5,00
MH	4,00
SA	4,00