

# Revenue Leak Finder Report

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## Executive Summary

Users analyzed: 400

Total MRR: \$17,060

Estimated MRR at risk: \$8,004

High-risk users: 6

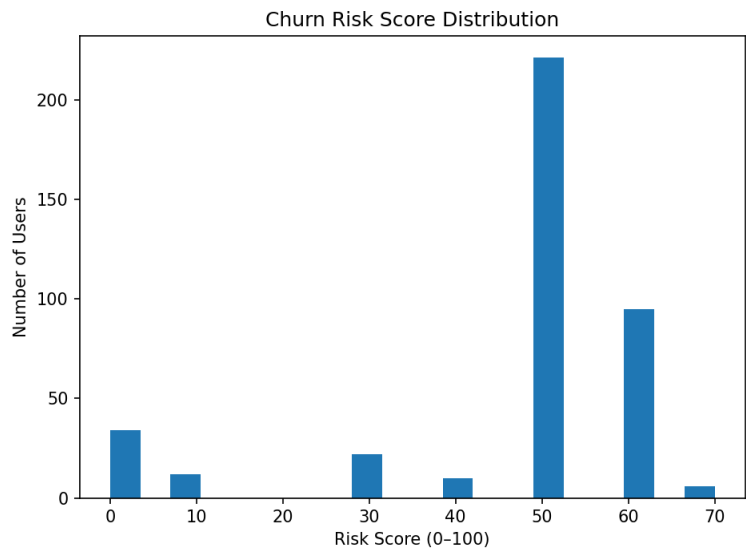
*Note: Risk scores are rule-based and intended to prioritize outreach, retention, and pricing review.*

## Top Churn Risks (Top 10)

| user_id | plan_price | days_inactive | risk_score | est_mrr_at_risk |
|---------|------------|---------------|------------|-----------------|
| 247     | \$19       | 567           | 70         | \$13            |
| 72      | \$29       | 66            | 70         | \$20            |
| 397     | \$29       | 415           | 70         | \$20            |
| 283     | \$99       | 694           | 70         | \$69            |
| 185     | \$29       | 134           | 70         | \$20            |
| 318     | \$99       | 701           | 70         | \$69            |
| 286     | \$19       | 440           | 60         | \$11            |
| 107     | \$99       | 543           | 60         | \$59            |
| 108     | \$49       | 516           | 60         | \$29            |
| 112     | \$9        | 276           | 60         | \$5             |

# Charts

## Churn Risk Score Distribution



## Estimated MRR at Risk by Risk Band

