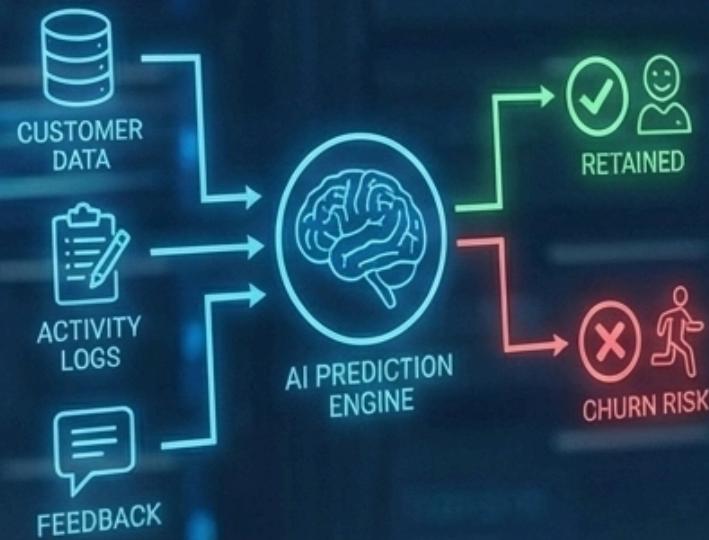


CUSTOMER CHURN ANALYSIS, SEGMENTATION & COHORT STUDY

CHURN PREDICTION MODEL



CUSTOMER SEGMENTATION CLUSTERS



COHORT RETENTION HEATMAP

Month	1	2	3	4	8	6	7	8
Mar 1	10%	23%	23%	22%	23%	26%	12%	12%
Mar 2	70%	73%	68%	58%	52%	12%	28%	
Mar 3	76%	82%	58%	22%	18%	2%		
Apr 4	62%	49%	53%	22%	8%			
May 5	76%	16%	12%	6%	6%			
Jun 6	22%	23%	8%	6%				
Jun 7	15%	12%	6%					
Sep 8	9%	6%						
Oct 9	6%							

CUSTOMER CHURN
PREDICTION

AI-Powered Predictive Analytics

Customer Segmentation

Churn Risk Analysis

Retention Heatmap

Cohort Study

Segmentation Clusters

Churn Prediction Model

Customer Data Analysis

Activity Log Monitoring

Feedback Loop Integration

Machine Learning Algorithms

Advanced Data Visualization

Customizable Reporting

Real-time Insights

Automated Decision Making

Scalable Solution Architecture

Comprehensive Feature Set

Easy Implementation

High Accuracy

Cost-effective

Flexible Licensing Options

24/7 Support

Customizable Reports

API Integration

Mobile Access

Cloud-based Platform

Customizable Dashboards

Automated Reporting

Customizable Dashboards

EXECUTIVE SUMMARY : How severe is churn and how does it impact the business?

Contract (0/3)

Tenure Cohort (0/5)

cluster (0/3)

7043

1869

26.54%

\$21.37M

\$3.68M

Customers

Total Churn

Churn Rate

Total Revenue

Total Revenue Lost

784

52.94%

\$4.40K

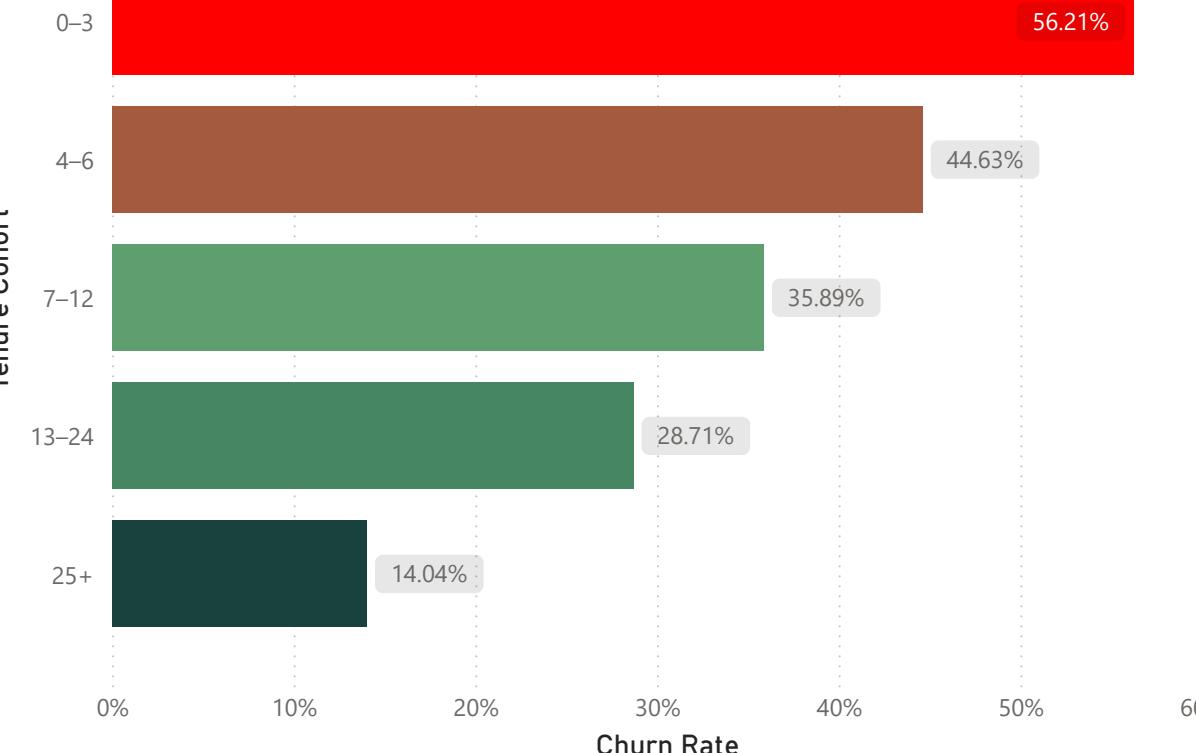
Total Early Churn Customer

Early Churn Rate (0-6 Bulan)

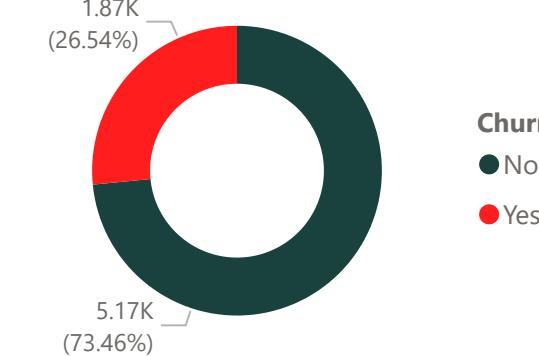
Avg cltv

Churn Rate by Tenure Cohort

Churn Rate 14.04% | 35.13% 56.21%

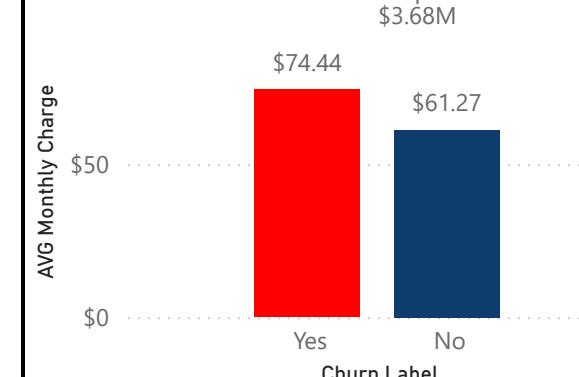


Customers by Churn



AVG Monthly Charge by Churn Label

Total Revenue Lost \$3.68M | \$3.68M

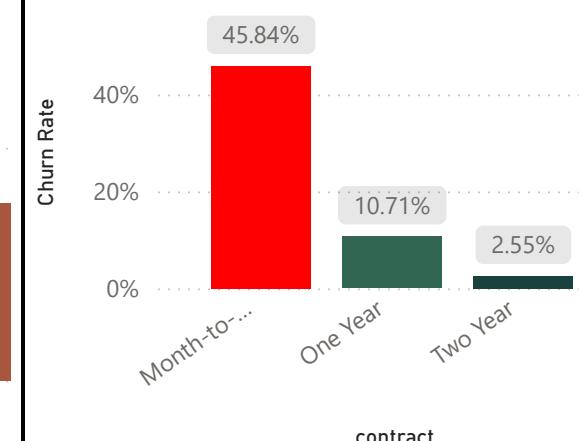


Total Revenue Lost by cluster

Total Revenue Lost \$0.13M | \$2.03M



Churn Rate by contract

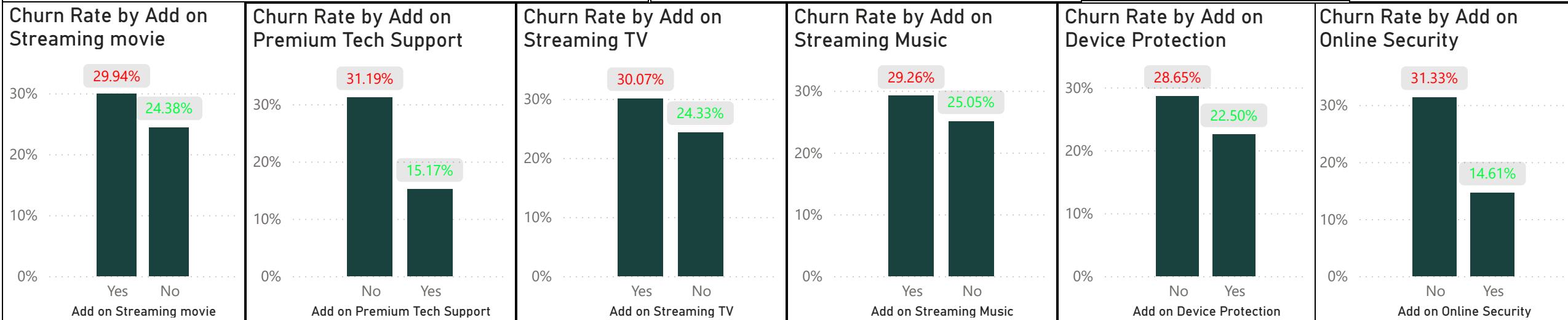
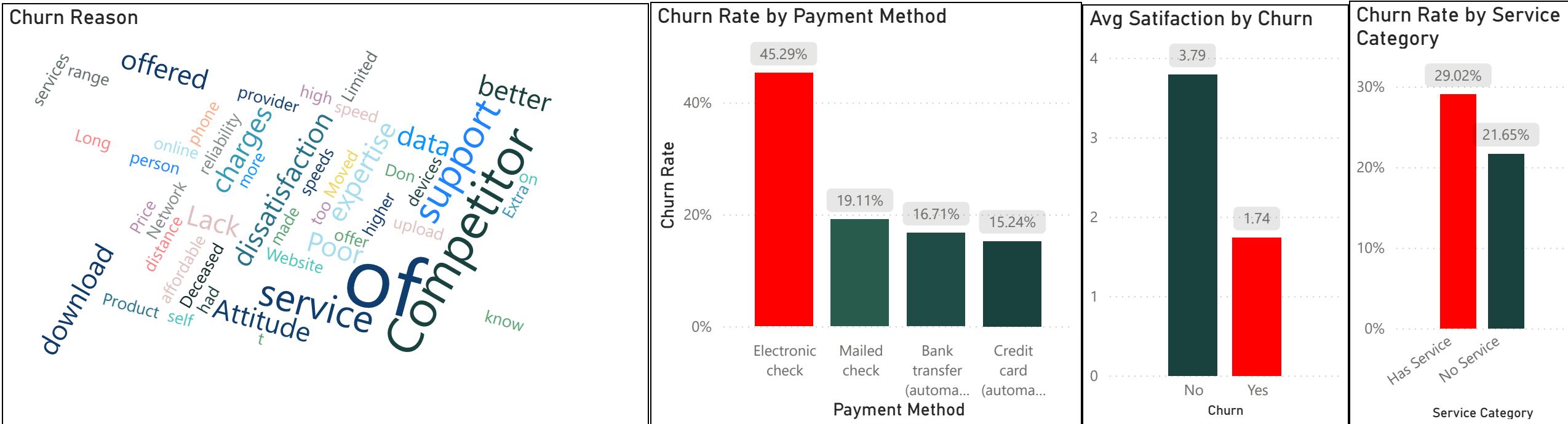


CHURN DRIVER ANALYSIS : Why do customers churn?

Contract (0/3)

Tenure Cohort (0/5)

cluster (0/3)



CUTOMER SEGMENTATION & COHORT ANALYSIS : Who should be prioritized?

Contract (0/3)



Tenure Cohort (0/5)



Tenure Cohort (0/5)



Cluster Profiling Table

Cluster	Count of Customer id	AVG of Tenure	AVG of Total Revenue	AVG of CLTV	Churn Rate
0	2005	27.80	\$1,343.83	\$4,435.75	13.67%
1	2150	58.83	\$6,664.78	\$5,111.61	14.56%
2	2888	15.85	\$1,505.36	\$3,846.14	44.39%
Total	7043	32.37	\$3,034.38	\$4,400.30	26.54%

Cohort Churn Heatmap

Cluster	0-3	4-6	7-12	13-24	25+	Total
0	38.08%	20.00%	14.98%	8.54%	3.55%	13.67%
1				50.00%	14.46%	14.56%
2	67.48%	55.10%	45.82%	37.61%	25.69%	44.39%

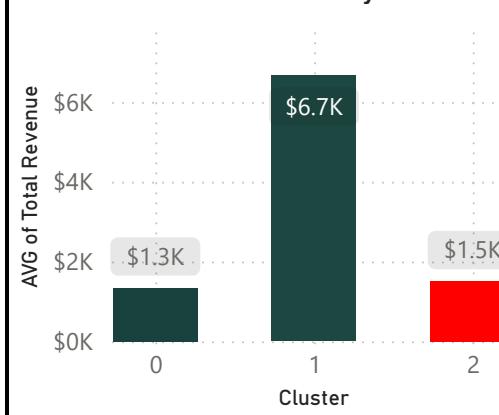
Total Revenue Lost by Cluster

Cluster	Total Revenue Lost	Total Churn
0	\$129,344.87	274
1	\$2,030,858.08	313
2	\$1,524,256.87	1282
Total	\$3,684,459.82	1869

Churn Rate by cluster



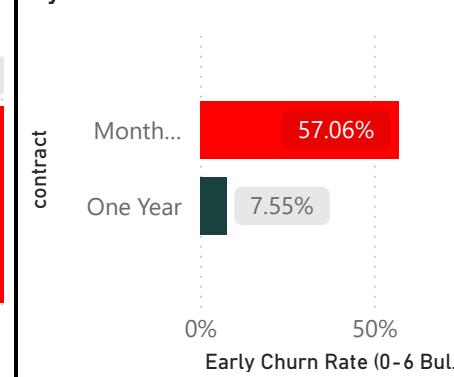
AVG of Total Revenue by Cluster



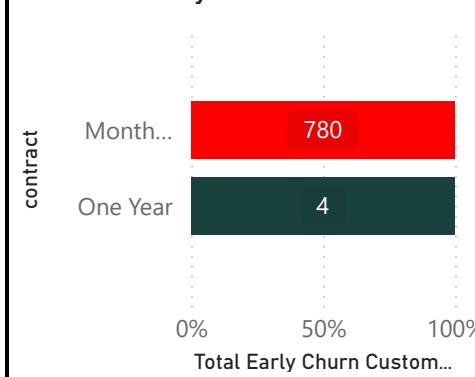
AVG of CLTV by Cluster



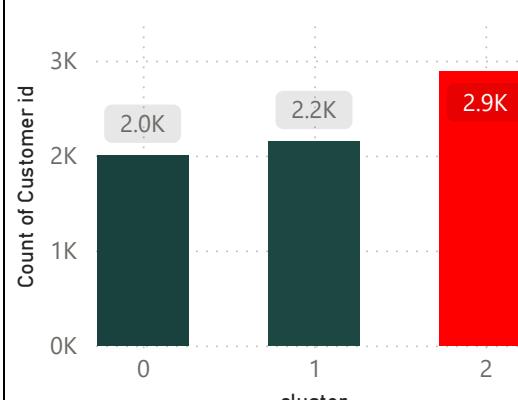
Early Churn Rate (0-6 Bulan) by contract



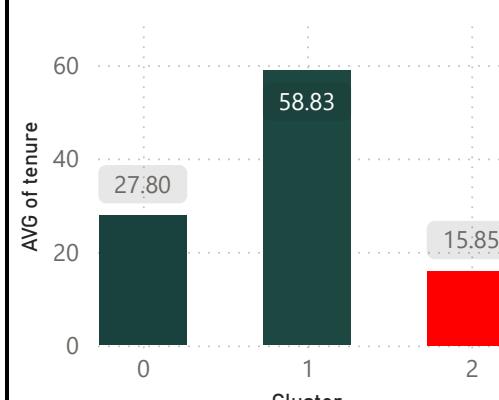
Total Early Churn Customer (0 - 6 Bulan) by contract



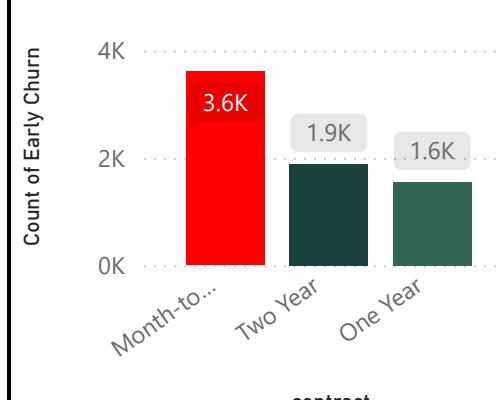
Count of Customer id by cluster



AVG of tenure by Cluster



Count of Early Churn by contract



Churn Rate by Tenure

