

Total Customers

7043

Churn Rate (%)

27

Retention Rate (%)

73

Revenue at Risk

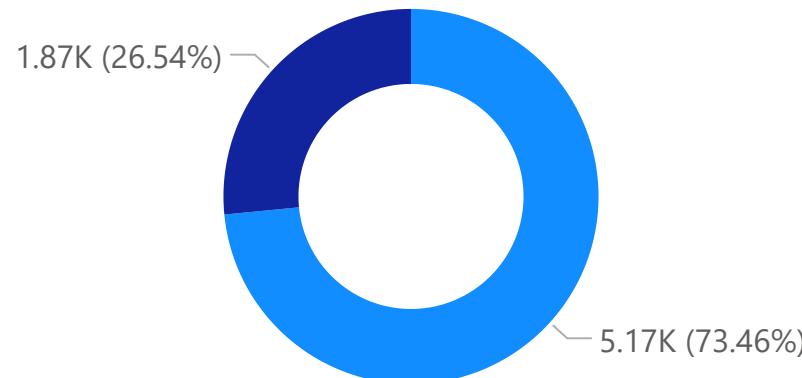
₹ 176.56K

Potential Revenue Saved

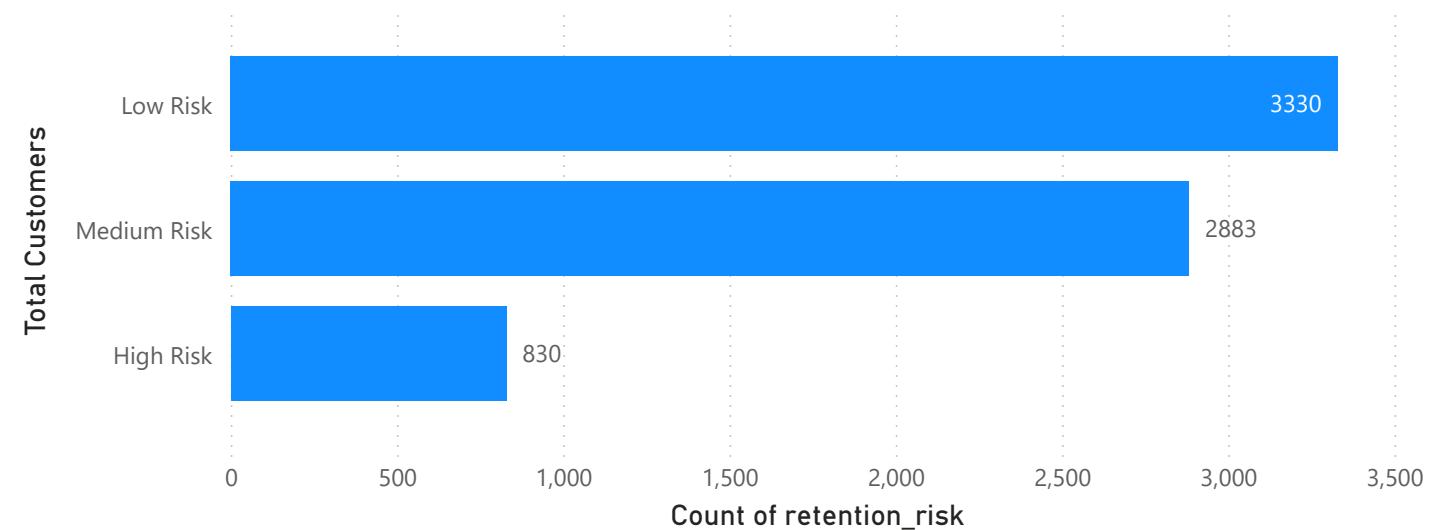
36.91K

Churn Distribution

churn ● No ● Yes

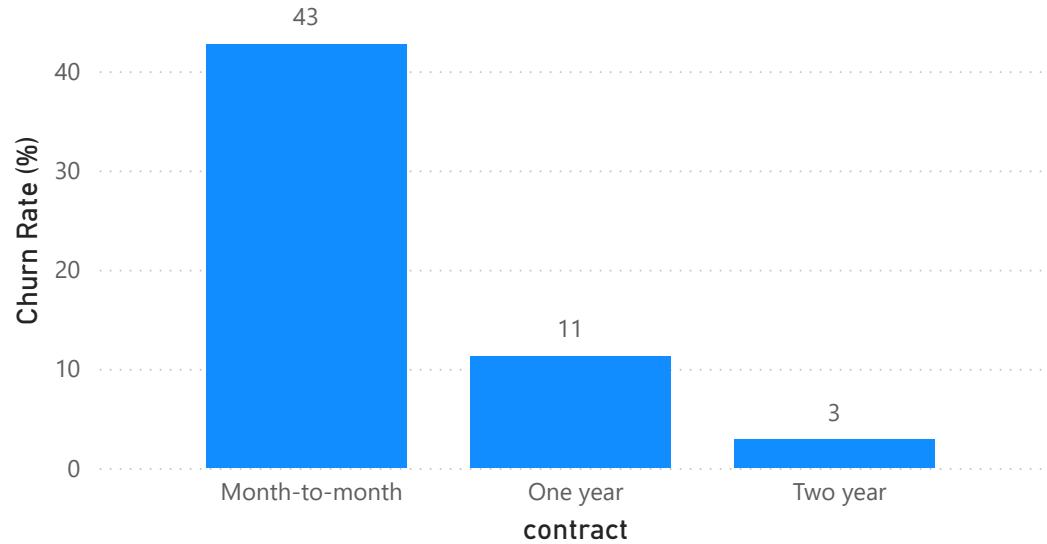


Retention Risk Distribution

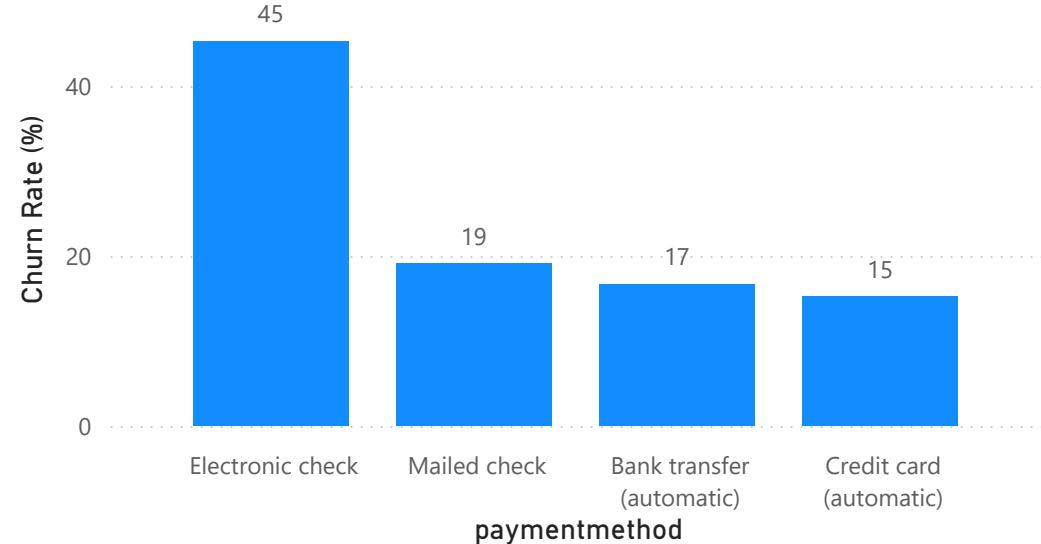


This dashboard provides an executive overview of customer churn, retention risk, and revenue impact. It highlights key risk segments and quantifies potential revenue that can be saved through targeted retention strategies.

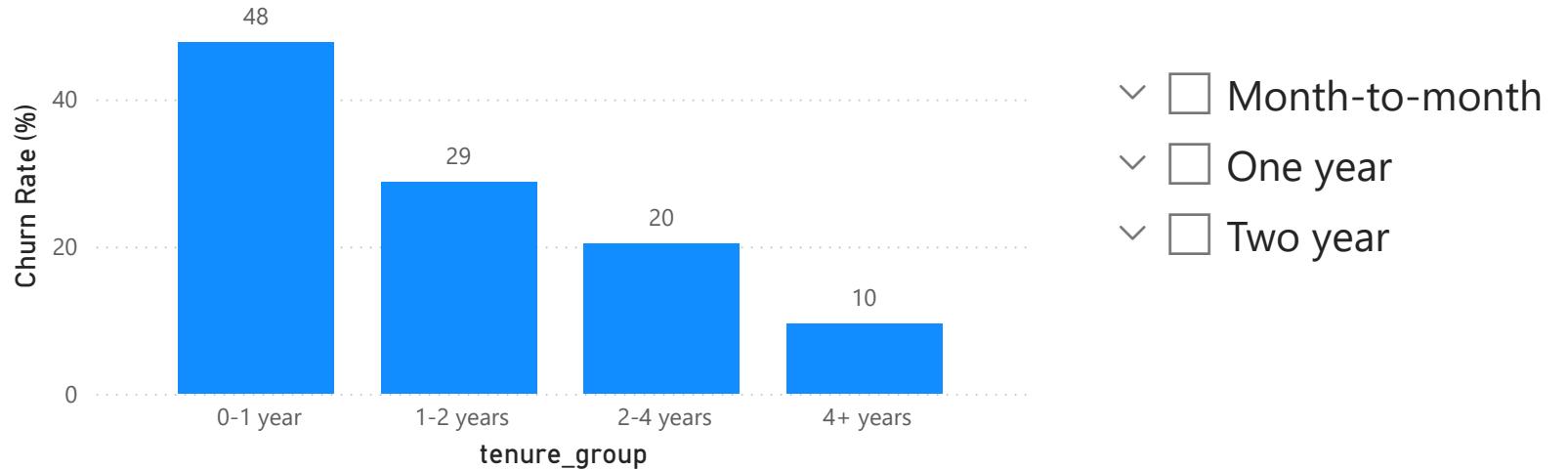
Churn Rate by Contract Type



Churn Rate by Payment Method



Churn Rate by Customer Tenure



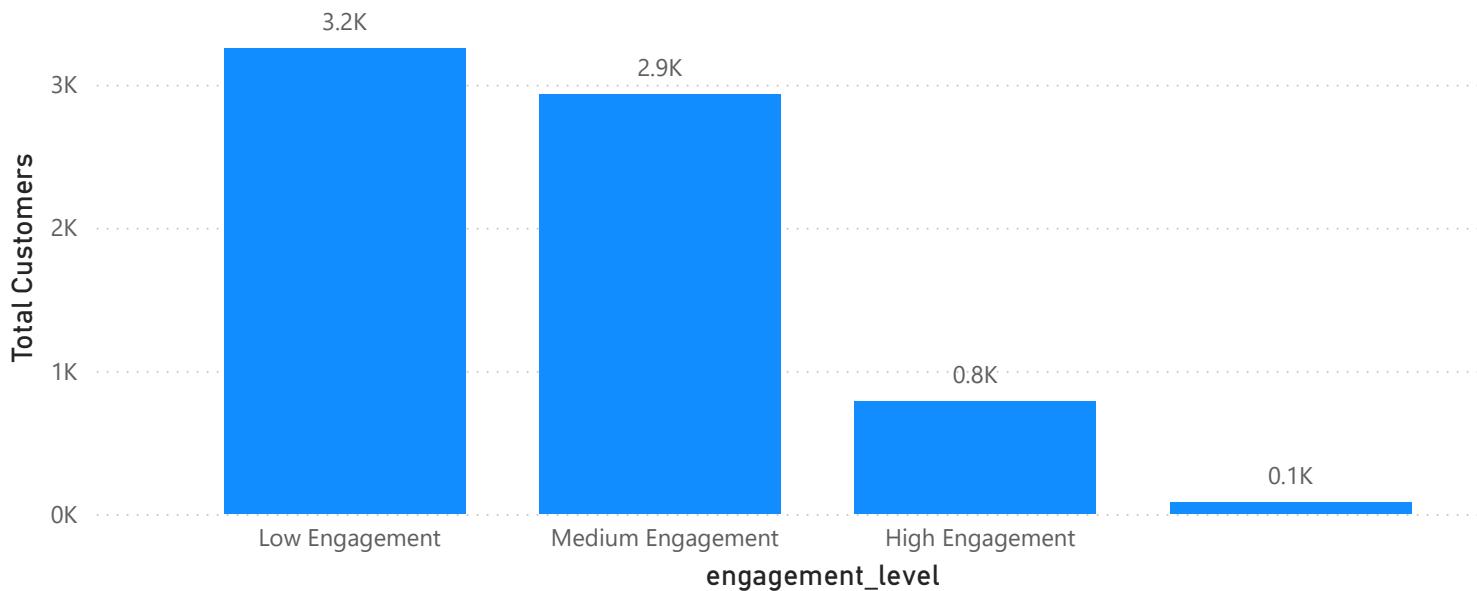
Customers on month-to-month contracts, using electronic check payments, and with tenure under 1 year exhibit the highest churn risk.

Customer Segmentation Matrix

retention_risk	High Value	Low Value	Medium Value	Total
High Risk		612	218	830
Medium Risk	136	1543	1204	2883
Low Risk	2212	194	924	3330
Total	2348	2349	2346	7043

- ▼ High Risk
- ▼ Low Risk
- ▼ Medium Risk

Customer Engagement Distribution



Customers are segmented based on value and retention risk to prioritize retention efforts.

Potential Revenue Saved

₹ 36.91K

Recommended Retention Actions

retention_risk	value_segment	retention_action
High Risk	Low Value	Discount Offer + Onboarding Support
High Risk	Medium Value	Discount Offer + Onboarding Support
Low Risk	High Value	Loyalty Rewards / Upsell
Low Risk	Low Value	Loyalty Rewards / Upsell
Low Risk	Medium Value	Loyalty Rewards / Upsell
Medium Risk	High Value	Personalized Offer + Service Bundling
Medium Risk	Low Value	Personalized Offer + Service Bundling
Medium Risk	Medium Value	Personalized Offer + Service Bundling

Revenue at Risk by Retention Segment

