

Customer Churn Overview Dashboard

Overall Churn Rate

0.59

Average Churn Probability

0.55

Revenue At Risk

₹ 29.52K

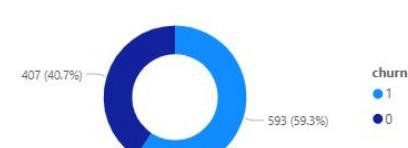
High Risk Customer%

0.42

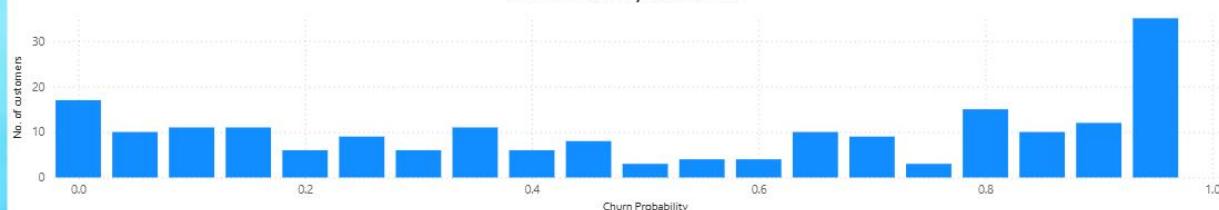
Top High-Risk Customers

customer_id	Sum of churn_probability	Sum of monthly_revenue	Sum of inactivity_days	Sum of complaints_per_month
C00978	1.00	₹ 199	45	0.33
C00831	1.00	₹ 299	33	0.17
C00874	1.00	₹ 199	47	0.07
C00695	1.00	₹ 499	51	0.19
C00604	1.00	₹ 299	51	0.18
C00223	1.00	₹ 499	40	0.28
C00188	1.00	₹ 299	55	0.45
Total	109.85	₹ 367,200	28121	168.43

Churn vs Non-Churn Split



Churn Probability Distribution



Churn Drivers & Customer Segmentation Insights

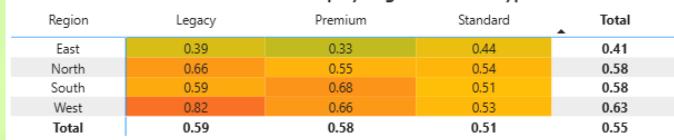
Key Behavioral Drivers Behind Churn Risk



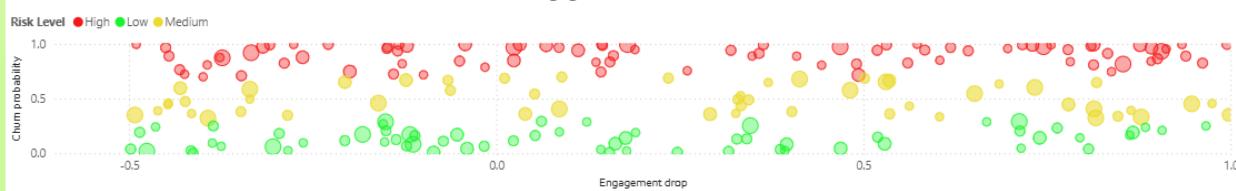
Revenue at Risk by Subscription Plan



Churn Risk Heatmap by Region and Plan Type



Customer Engagement Decline vs Churn Risk



Churn Risk Action Plan & Retention Strategy

