

Customer Churn Overview Dashboard

Overall Churn Rate

0.59

Average Churn Probability

0.55

Revenue At Risk

₹ 29.52K

High Risk Customer%



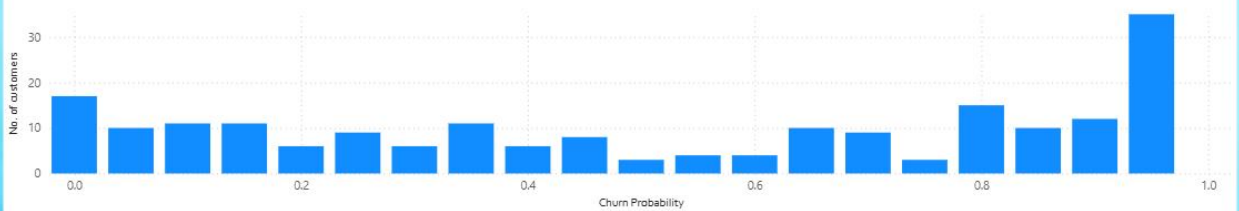
Top High-Risk Customers

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
C00100	1.00	₹ 200	55	0.15
Total	109.85	₹ 367,200	28121	168.43

Churn vs Non-Churn Split

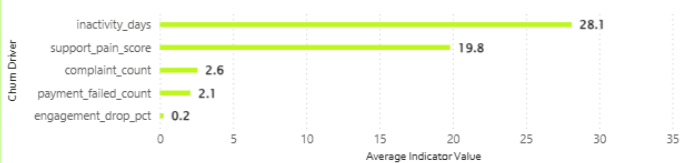


Churn Probability Distribution

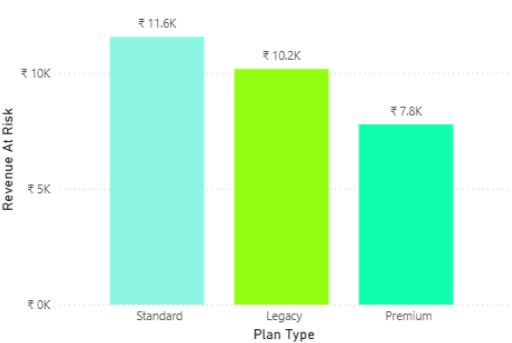


Churn Drivers & Customer Segmentation Insights

Key Behavioral Drivers Behind Churn Risk



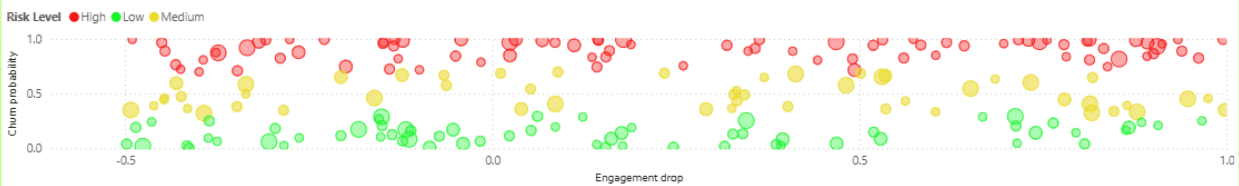
Revenue at Risk by Subscription Plan



Churn Risk Heatmap by Region and Plan Type

Region	Legacy	Premium	Standard	Total
East	0.39	0.33	0.44	0.41
North	0.66	0.55	0.54	0.58
South	0.59	0.68	0.51	0.58
West	0.82	0.66	0.53	0.63
Total	0.59	0.58	0.51	0.55

Customer Engagement Decline vs Churn Risk

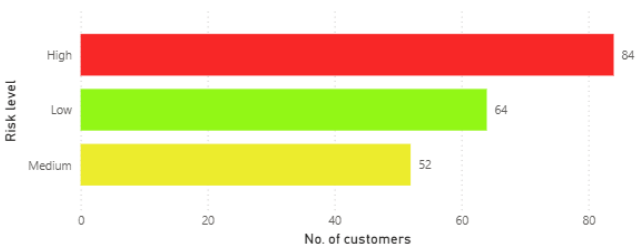


Churn Risk Action Plan & Retention Strategy

High-Risk Customers Requiring Immediate Action

customer_id	churn_probability	Risk Level	monthly_revenue	Plan_Type_updated	Region
C00978	1.00	High	₹ 199	Legacy	West
C00831	1.00	High	₹ 299	Legacy	South
C00874	1.00	High	₹ 199	Legacy	West
C00695	1.00	High	₹ 499	Legacy	North
C00604	1.00	High	₹ 299	Legacy	West
C00223	1.00	High	₹ 499	Legacy	North
C00188	1.00	High	₹ 299	Legacy	North
C00205	1.00	High	₹ 299	Legacy	South
C00854	1.00	High	₹ 199	Legacy	South
C00379	1.00	High	₹ 799	Legacy	West

Customer Distribution by Churn Risk Level



Revenue Exposure by Churn Risk Level



High-Value vs High-Risk Customer Segmentation

