Total Predicted Customers

269.07K

Predicted Churn Rate

18.23%

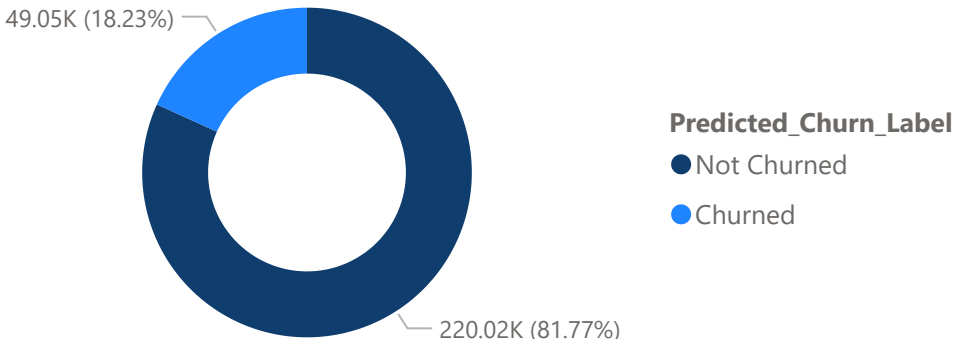# Churned Customers

49K

Confusion Matrix (Actual vs Predicted)

actual_churn	0	1	Total
0	215183	167	215350
1	4841	48879	53720
Total	220024	49046	269070

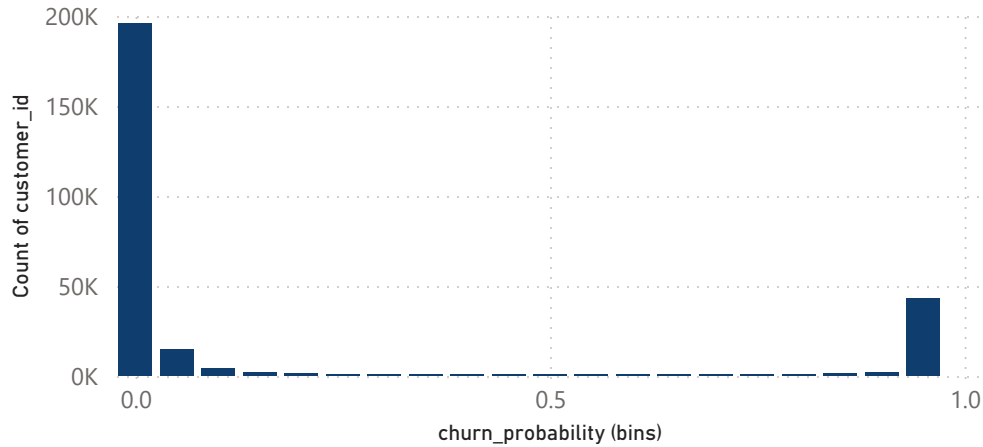## Tenure Cohort

- ☐ Early (7–12m)
- ☐ Established (13–24m)
- ☐ Loyal (25–36m)
- ☐ New (0–6m)
- ☐ Veteran (37m+)

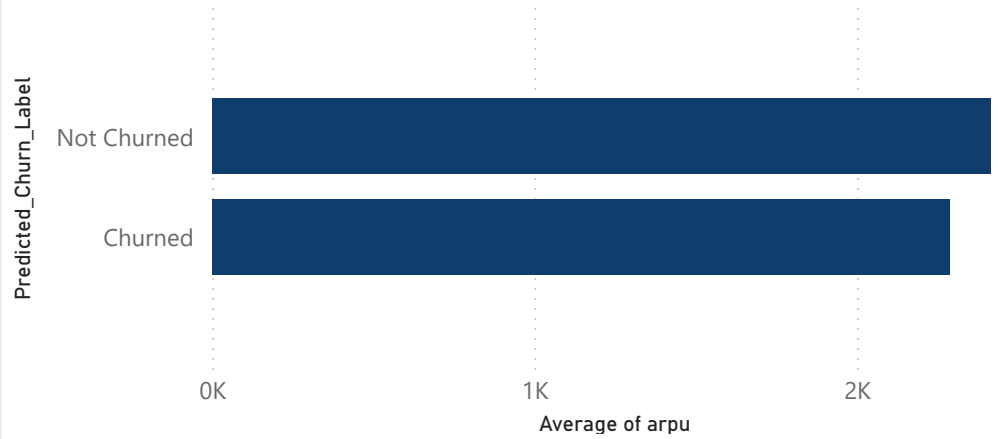## Churn Prediction Breakdown

49.05K (18.23%)

220.02K (81.77%)

Predicted_Churn_Label
- ● Not Churned
- ● Churned

Count of customer_id by churn_probability (bins)

Income Group

- ☐ High
- ☐ Low
- ☐ Mid
- ☐ Upper-Mid

Customer Tenure

- ☐ (Blank)
- ☐ 79
- ☐ 80
- ☐ 81
- ☐ 82

Avg. ARPU by Predicted Churn

Avg. CLTV by Predicted Churn

Purpose

- ☐ educational
- ☐ home_improvement
- ☐ house
- ☐ major_purchase
- ☐ medical

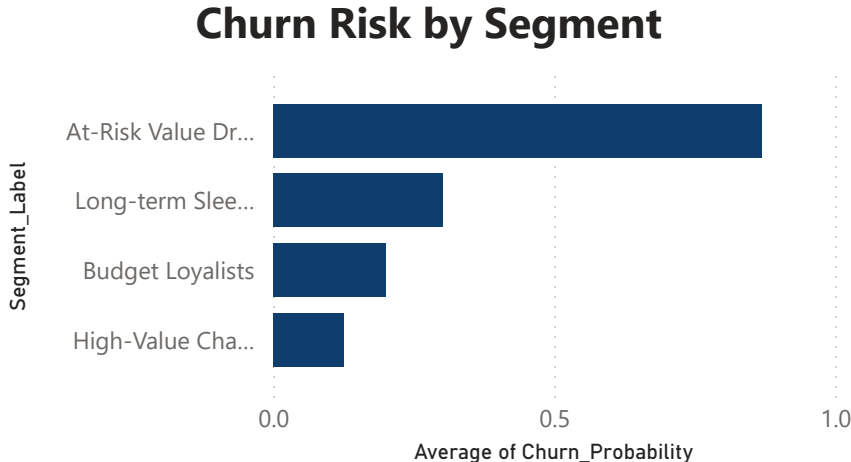| AVG. CLTV	AVG. ARPU	AVG. CHURN	AVG. RISK SCORE
113.24K	**2.40K**	**0.20**	**0.15**

Segment_Label	0.00	0.00	0.01	0.01	0.01	0
At-Risk Value Drainers						
Budget Loyalists						
High-Value Champions	1	1	1	1	1	
Long-term Sleepers						
Total	1	1	1	1	1	

Avg. ARPU by Customer Segment

Churn Risk by Segment

Count of customer_id by Segment_Label

14.6K (4.69%)
59.71K (19.2%)
71.22K (22.9%)
165.5K (53.21%)

Segment_Label
- Budget Loya...
- High-Value ...
- At-Risk Valu...
- Long-term S...

Avg. CLTV by Customer Segment

Normalized Risk Score per Segment
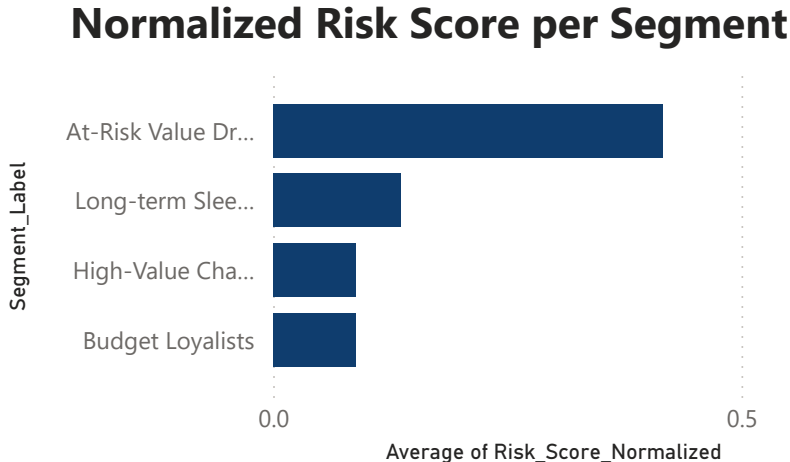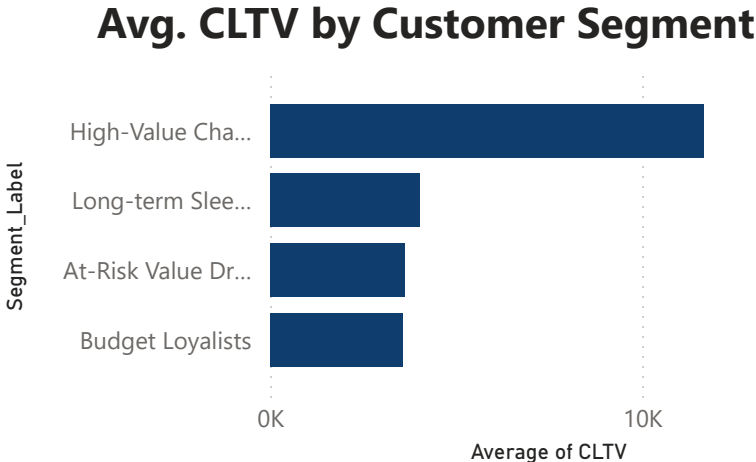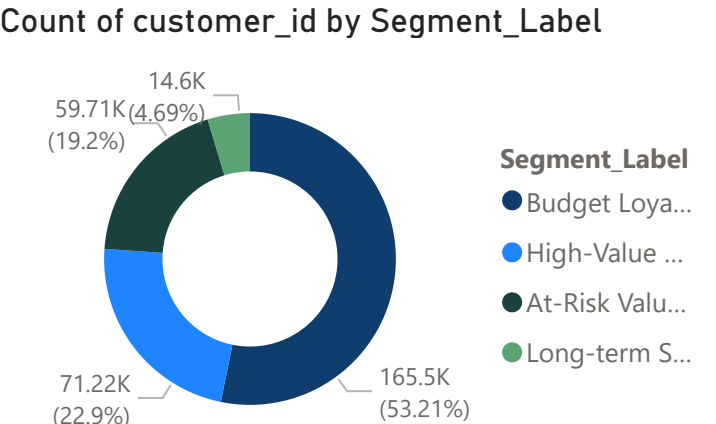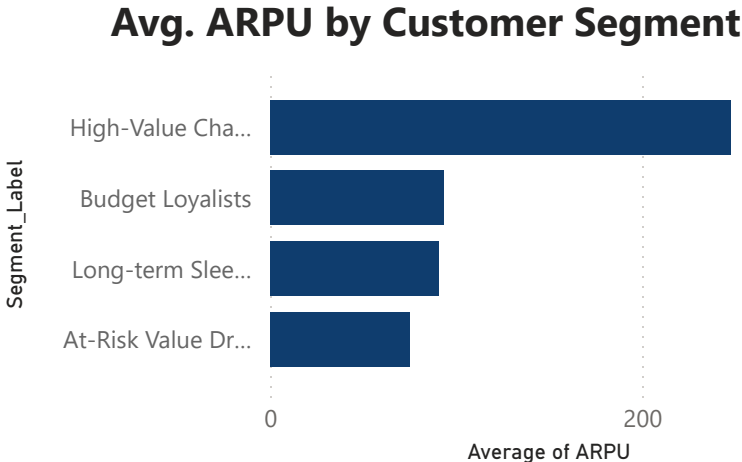
Segment_Label
- ☐ At-Risk Value Drainers
- ☐ Budget Loyalists
- ☐ High-Value Champions
- ☐ Long-term Sleepers