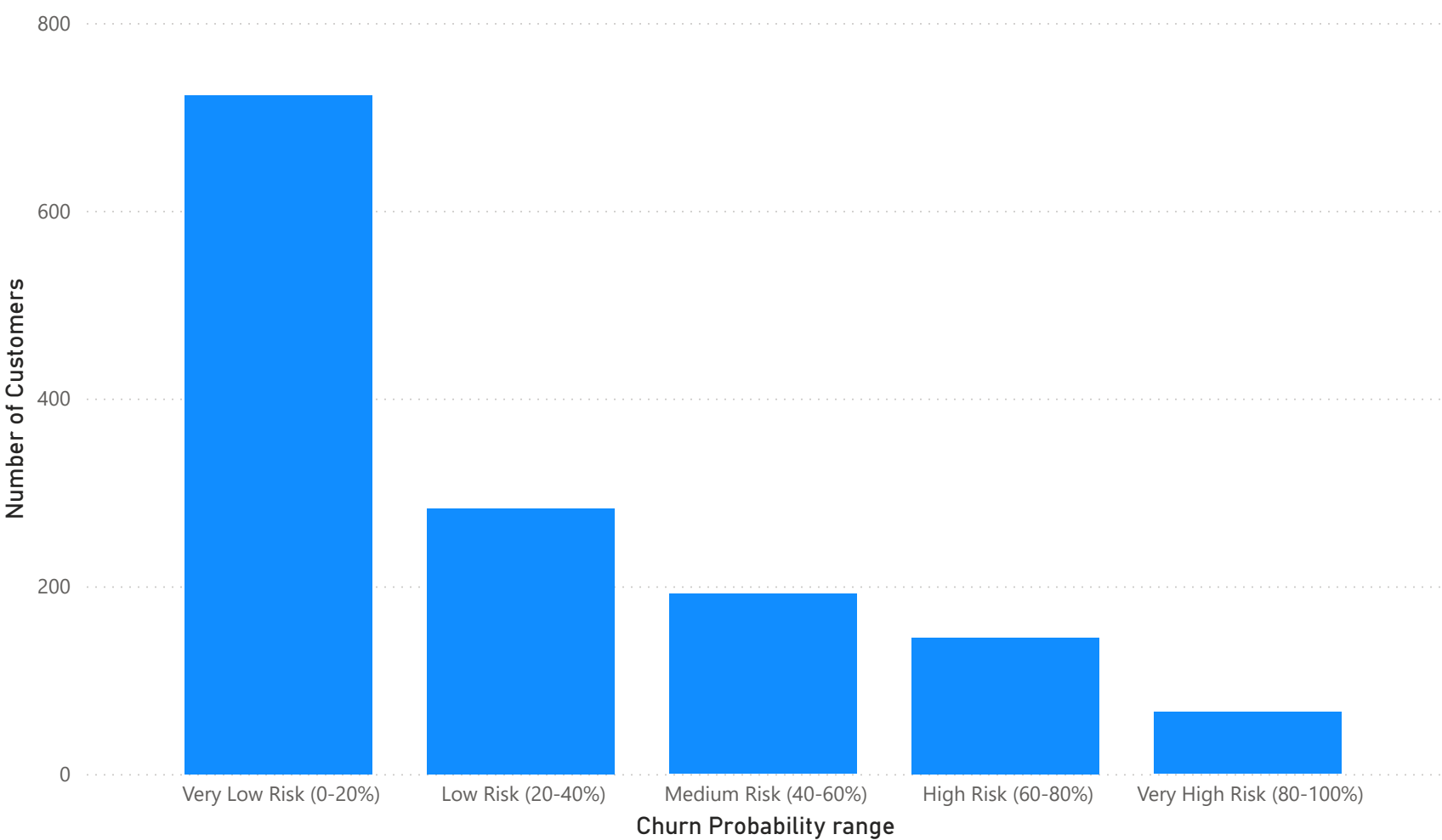


Churn Probability Distribution — How Likely Are Customers to Churn?

Number of Customers by Churn Probability range

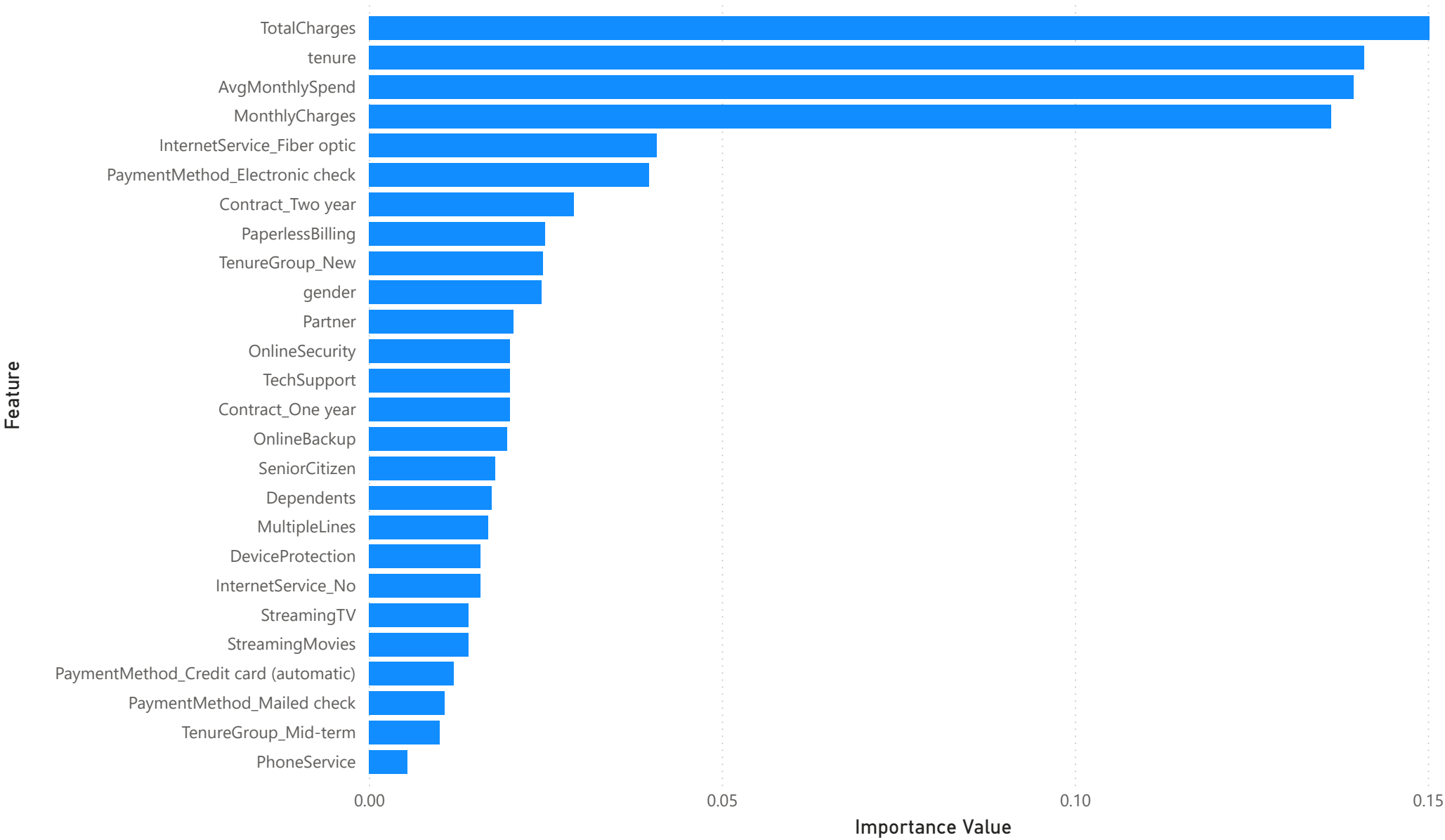


DATA INSIGHTS !!

Approximately **15.0%** of customers (211 out of 1,409) fall into the combined **High Risk (60-80%)** and **Very High Risk (80-100%)** segments. These customers are at the greatest risk of churning and should be prioritized for targeted retention and engagement strategies to reduce churn and improve customer loyalty.

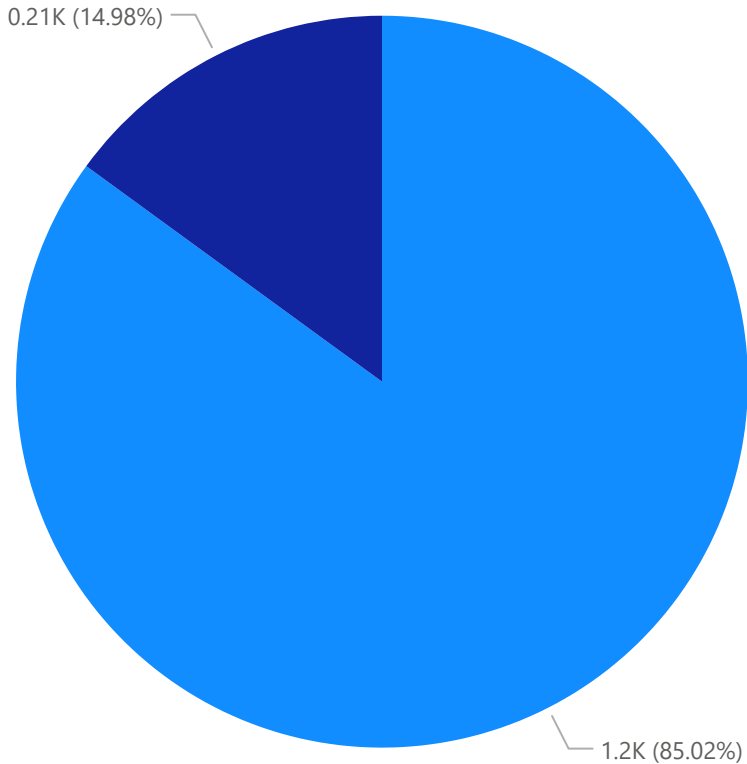
Top drivers of Churn

Importance Value by Feature



High-Risk vs Low-Risk Customer Segments

Share of High risk customers by Churn Status



Over 14.98% of customers are classified as high-risk based on churn probability. These segments should be prioritized for targeted retention strategies.

- Churn Status
- Low/Medium Risk
 - High Risk

26.54%

Churn Rate %