

# COMPREHENSIVE BUSINESS INSIGHTS REPORT

## 1. OVERALL CHURN METRICS:

- Total Customers Analyzed: 10,000
- Churned Customers: 2,038
- Churn Rate: 20.38%
- Customer Retention Rate: 79.62%

## 2. TENURE INSIGHTS:

- Highest churn in: New (0-2yrs)
- Focus on first 2 years of customer lifecycle

## 3. DEMOGRAPHIC INSIGHTS:

- Highest risk age group: 50-60
- Tailored retention strategies required

## 4. FINANCIAL INSIGHTS:

- Revenue at Risk: INR 185,681,112
- Avg balance difference: INR 18,367

## 5. ENGAGEMENT INSIGHTS:

- Inactive members churn: 26.9%
- Active members churn: 14.3%

## 6. KEY RISK FACTORS:

- Low tenure (< 2 years)
- Low account activity
- High number of products
- Specific age demographics