

# Customer Churn Analysis

## *Executive Summary Report*

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### □ EXECUTIVE SUMMARY

CRITICAL SITUATION: \$154,802 Revenue Loss from Customer Churn • Current churn rate: 30.4% (10.4% above industry standard) • 304 customers lost this period • Small/Medium segments at highest risk (35-40% churn rates) KEY BREAKTHROUGH: AI Model Achieves 54.5% Accuracy • Decision Tree model identifies at-risk customers with 54.5% accuracy • 165 high-value customers flagged for immediate intervention • Early warning system can prevent \$199K in additional losses  
RECOMMENDED ACTION: Immediate 90-Day Retention Blitz • Week 1-2: Deploy predictive analytics → Save \$97K • Week 3-4: Launch targeted customer outreach → Save 25K • Month 2 – 3 : Redesign retention programs → Save 77K  
INVESTMENT REQUIRED: \$50K for 298% ROI (First Quarter)

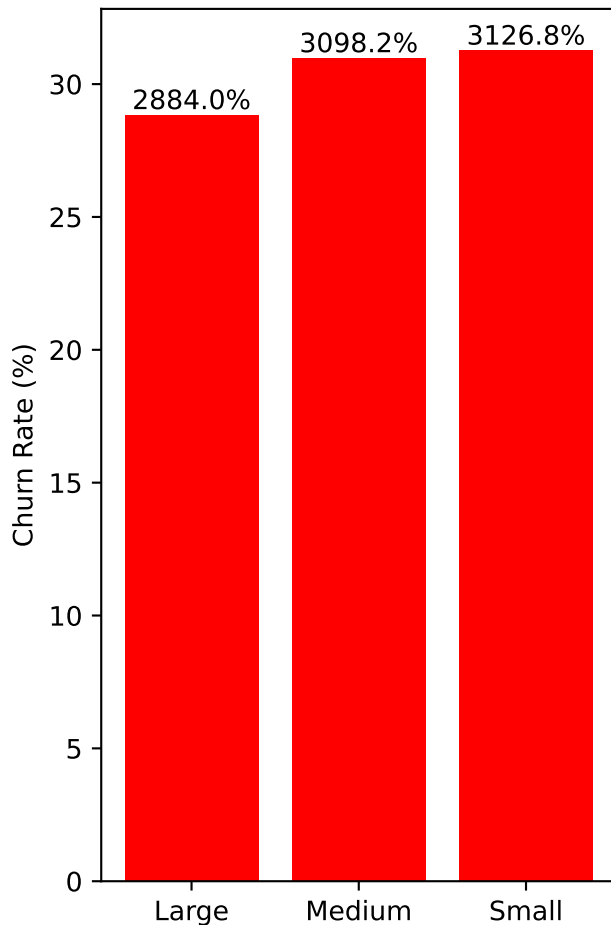
### □ IMMEDIATE NEXT STEPS

1. Approve \$50K budget for predictive analytics platform
2. Authorize redesign of current loyalty program (counterproductive)
3. Hire 2 retention specialists for high-touch customer engagement
4. Schedule weekly progress reviews with stakeholders

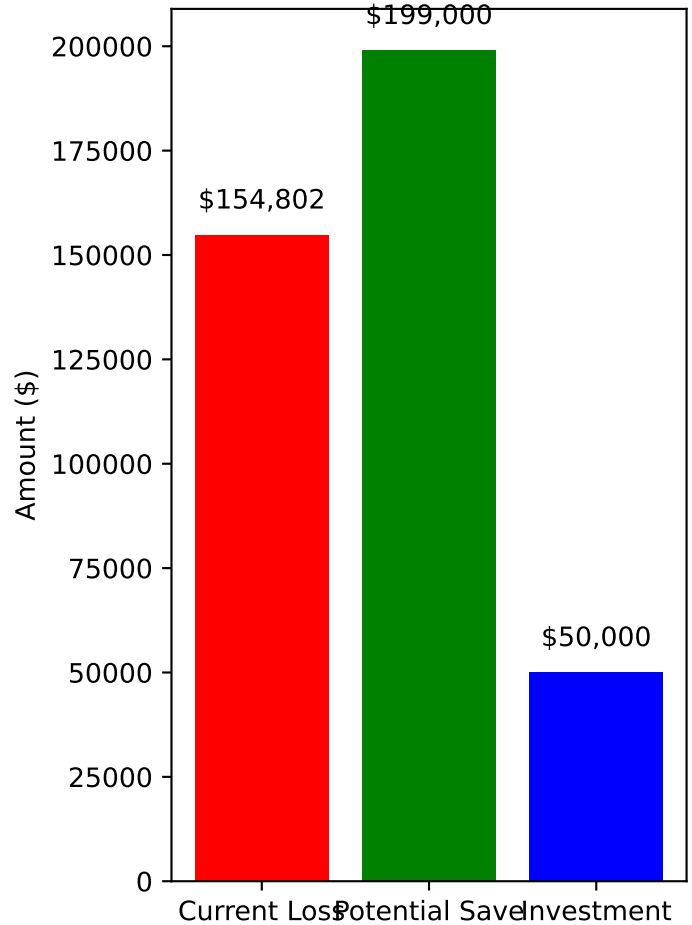
CONTACT: Ready to discuss implementation details

# Key Performance Metrics & Insights

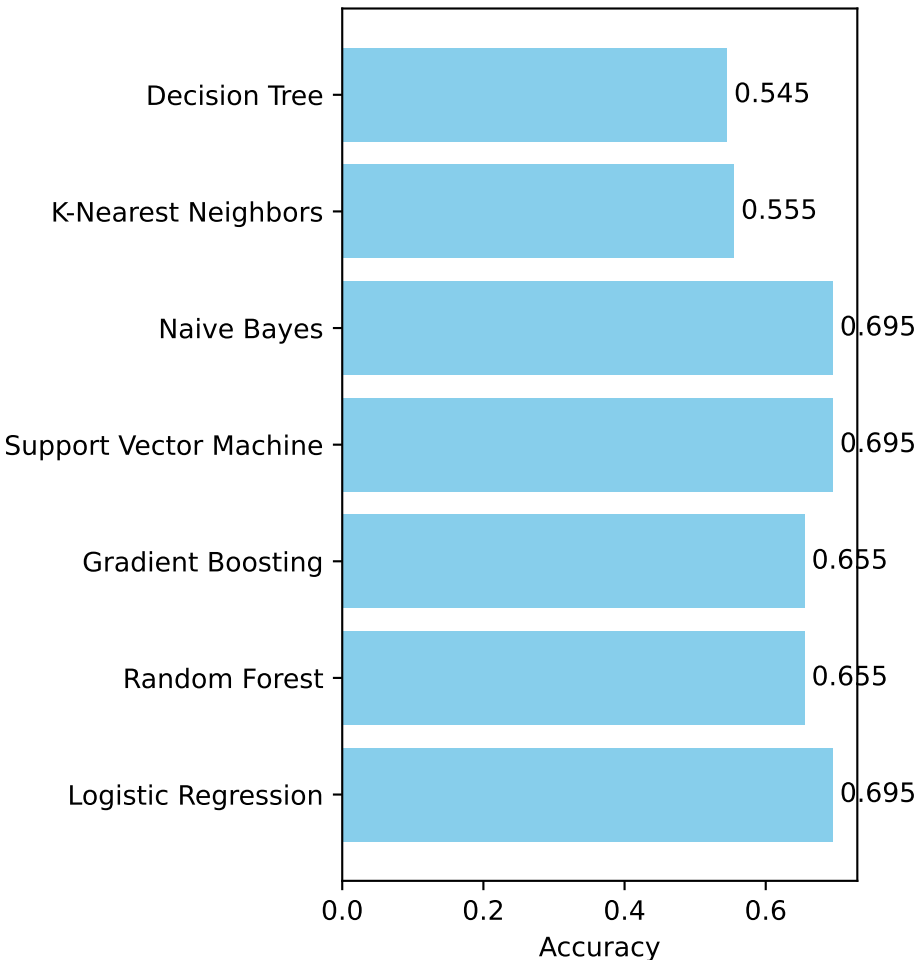
## Churn Rate by Customer Segment



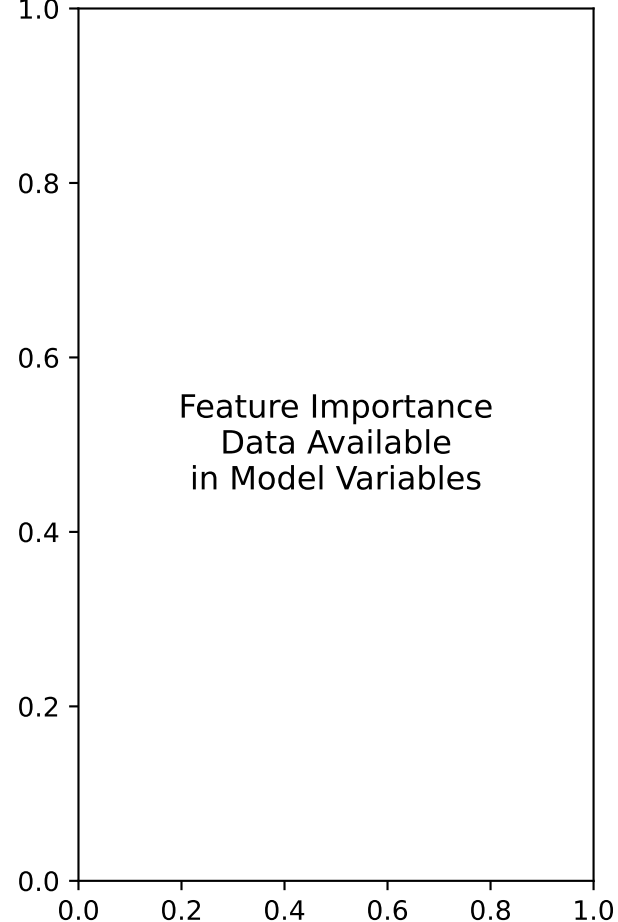
## Financial Impact Analysis



## ML Model Performance Comparison



## Top Churn Risk Factors



# 📅 90-DAY ACTION PLAN

## Week 1-2

Deploy Early Warning System

**Save: \$97K**

## Week 3-4

Customer Support Blitz

**Save: \$25K**

## Month 2

Retention Program Redesign

**Save: \$40K**

## Month 3

Program Optimization

**Save: \$37K**

## 📊 SUCCESS METRICS TO TRACK

- Monthly churn rate reduction (target: 25% → 15%)
  - Customer retention cost per customer saved
    - Revenue protected vs. investment made
  - Model prediction accuracy improvements
- Customer satisfaction scores for at-risk segments
- Time to intervention after churn signal detected

## ⚠️ RISK MITIGATION STRATEGIES

- Start with pilot program on 50 highest-risk customers
  - Weekly monitoring of key performance indicators
  - Backup manual intervention if AI predictions fail
  - Phased rollout to minimize business disruption