

Customer Churn Analysis

Executive Summary Report

Date: December 29, 2025

Author: Syed Muhammad Ali

☐ 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)

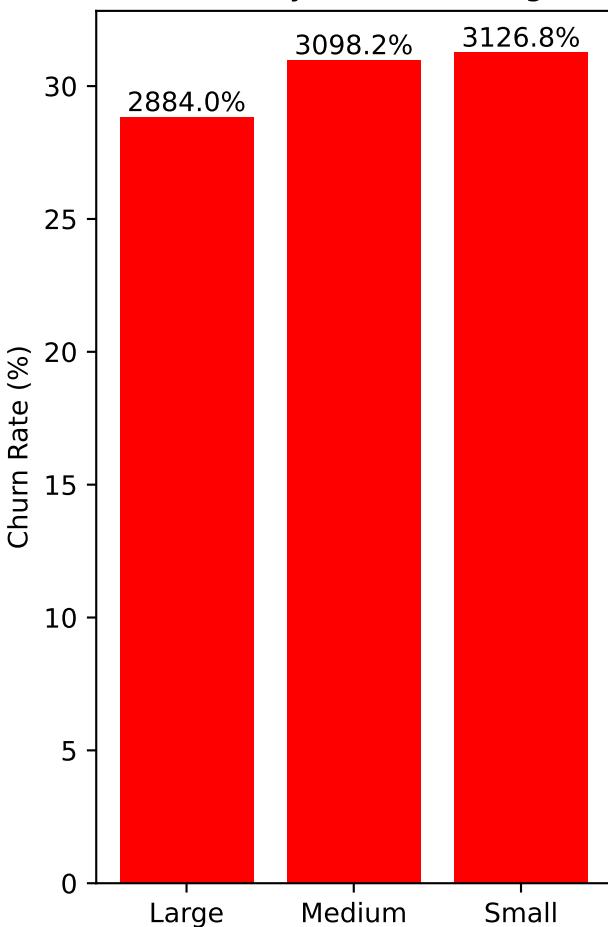
☐ IMMEDIATE NEXT STEPS

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

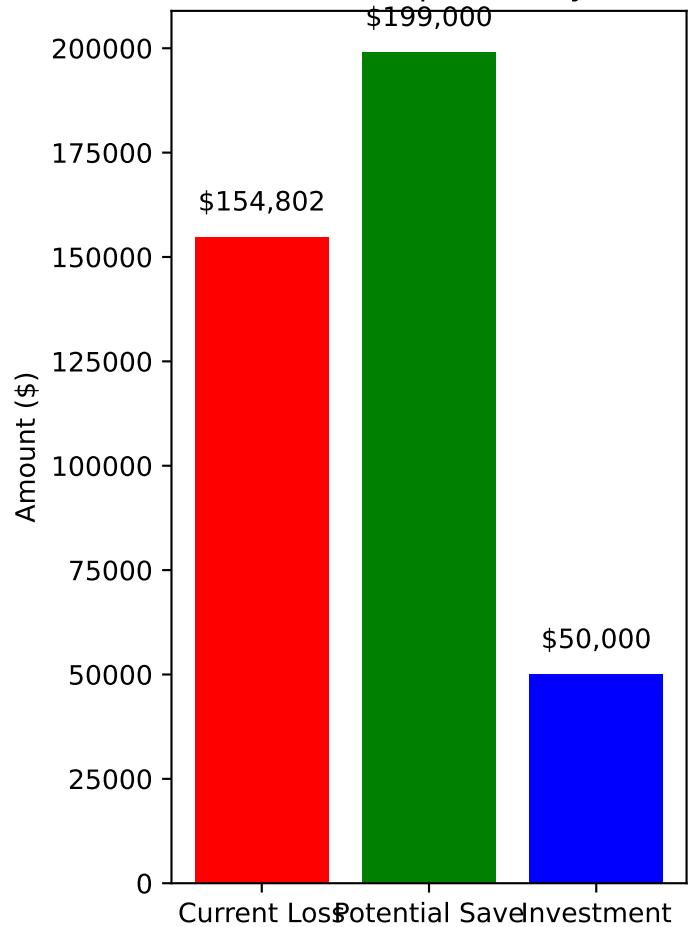
CONTACT: Ready to discuss implementation details

Key Performance Metrics & Insights

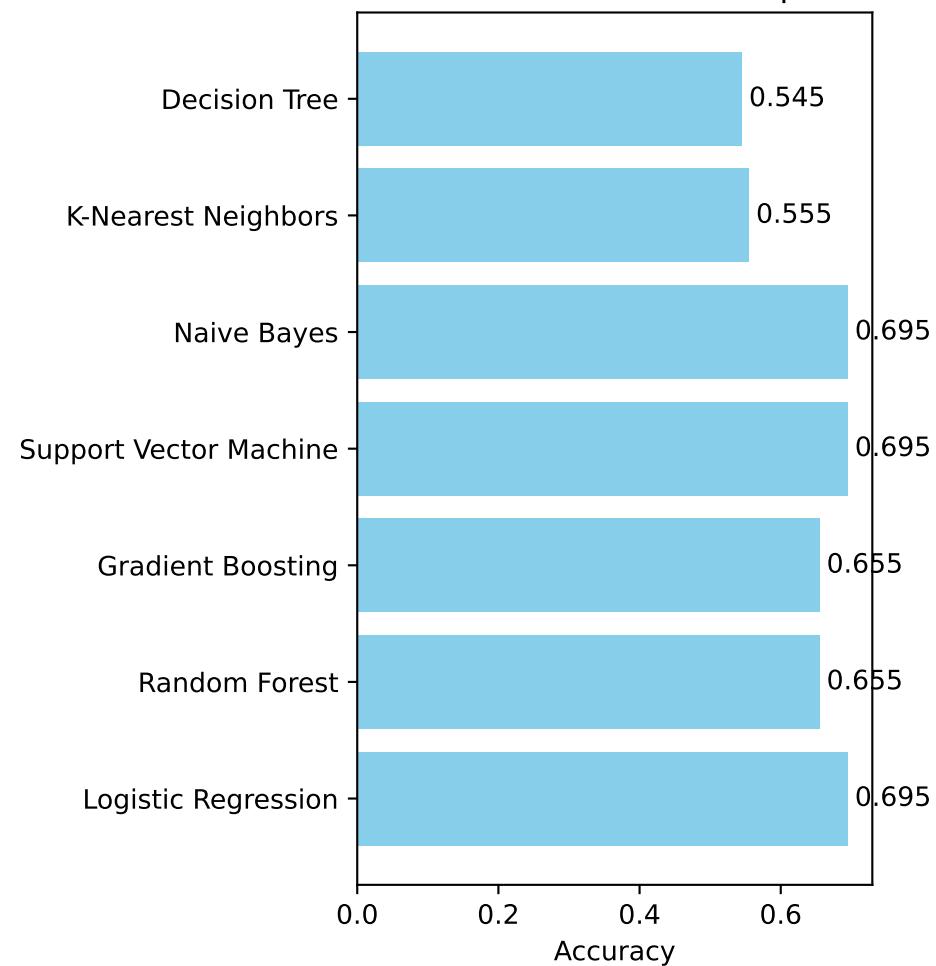
Churn Rate by Customer Segment



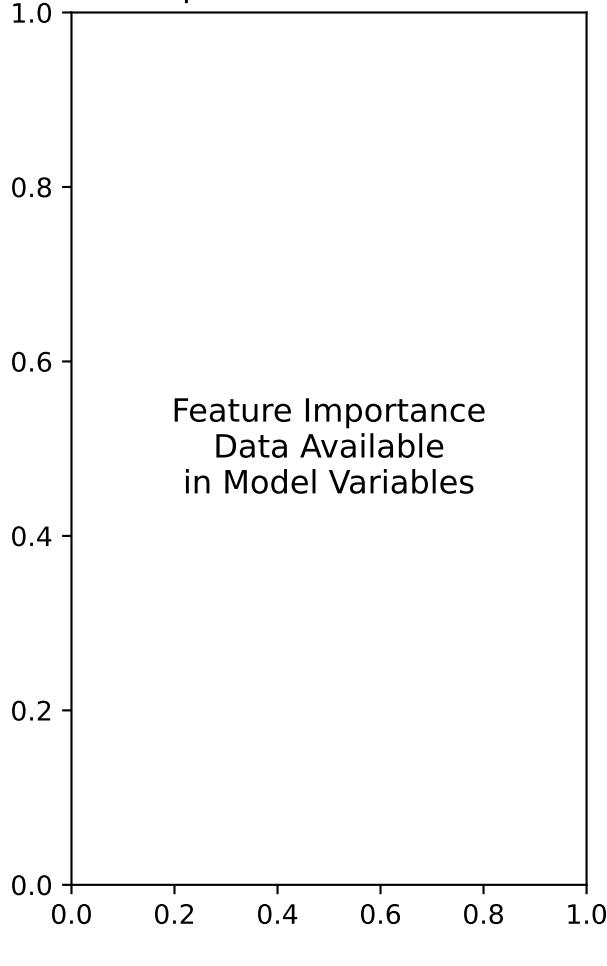
Financial Impact Analysis



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