

Executive Summary

TelcoConnect Analytics

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About

This dashboard provides comprehensive insights into customer churn prediction using machine learning and explainability techniques (SHAP).

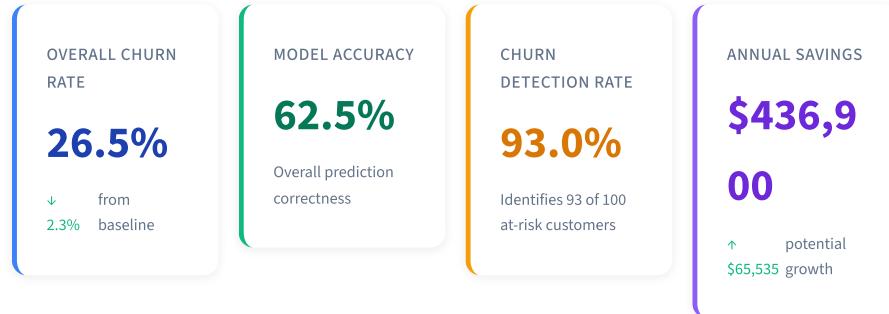
Quick Stats

Model Recall

93.0%

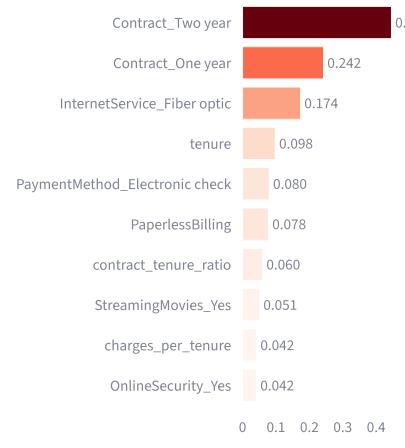
ROI

513%



🎯 Top Risk Factors

Top 10 Churn Predictors



💰 Business Impact



Customers Saved

348

Customers Lost

26

💡 Key Business Recommendations

🎯 Target High-Risk Segments

- Month-to-month contract customers
- New customers (< 12 months tenure)
- Electronic check payment users

📈 Enhance Service Offerings

- Promote tech support services
- Bundle online security features
- Improve fiber optic service quality

🔄 Contract Optimization

- Incentivize annual contract upgrades
- Offer early renewal discounts
- Auto-payment enrollment bonuses

Expected Impact: 25-35% cl

Manage app