



Executive Summary

TelcoConnect Analytics

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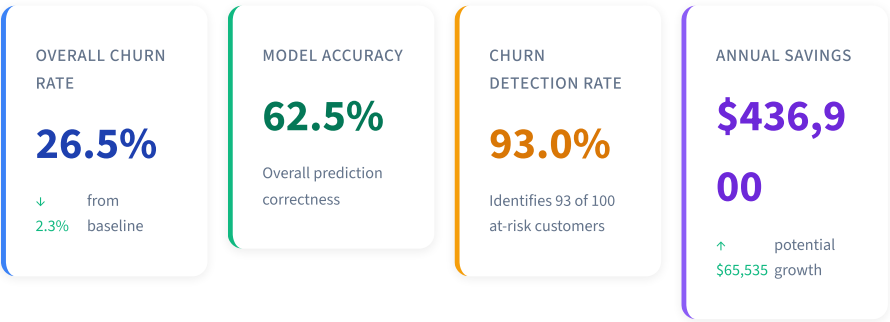
About

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

Quick Stats

Model Recall
93.0%

ROI
513%

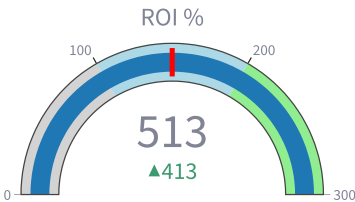
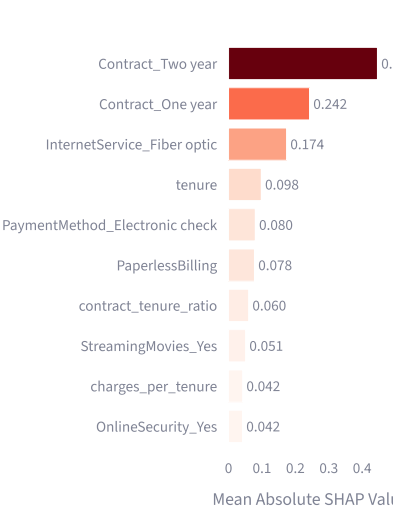


Top Risk Factors



Business Impact

Top 10 Churn Predictors



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