What is churn prediction?

Churn prediction is predicting which customers are at high risk of leaving your company or canceling a subscription to a service, based on their behavior with your product.

To predict churn effectively, you'll want to synthesize and utilize key indicators defined by your team to signal when a customer has a probability of churning so that your company can take action. The goal of churn prediction is to be able to answer questions like "Will [X] customer leave us in X months?" or "Will [X] customer renew their subscription?" and also to understand greater trends in churn.