In this case, we need to go through three steps,

In the first step, we need to use the purchased data to classify the Customers into three types using some constraints:

1) Retention Customers (for example, Customers who Bought more than one time and last purchased within the last two years)

2) Churned Customers (for example, Customers who Bought one time in the past years)

3) New Customers (for example, Customers who Bought one time within the current year)

In the second step, we need to get the percentage of each class, and if the "Churned" Customer percentage is high, we need to understand the problem with our product or service (for example Weak Ads, Low Quality, High Price)

In the final step, we need to get "Retention" and "Churned" Customers data and find patterns, and we need to apply this knowledge to predict if the New Customers are "Retention" or "Churned" Customers, and we can use this prediction in many ways (for example use discounts to change Churned Customers into Retention Customers)

Note: There is a new research area called "Explaining decisions made with AI”. This field will help data scientist to understand why the model predicts this class instead of the other classes.