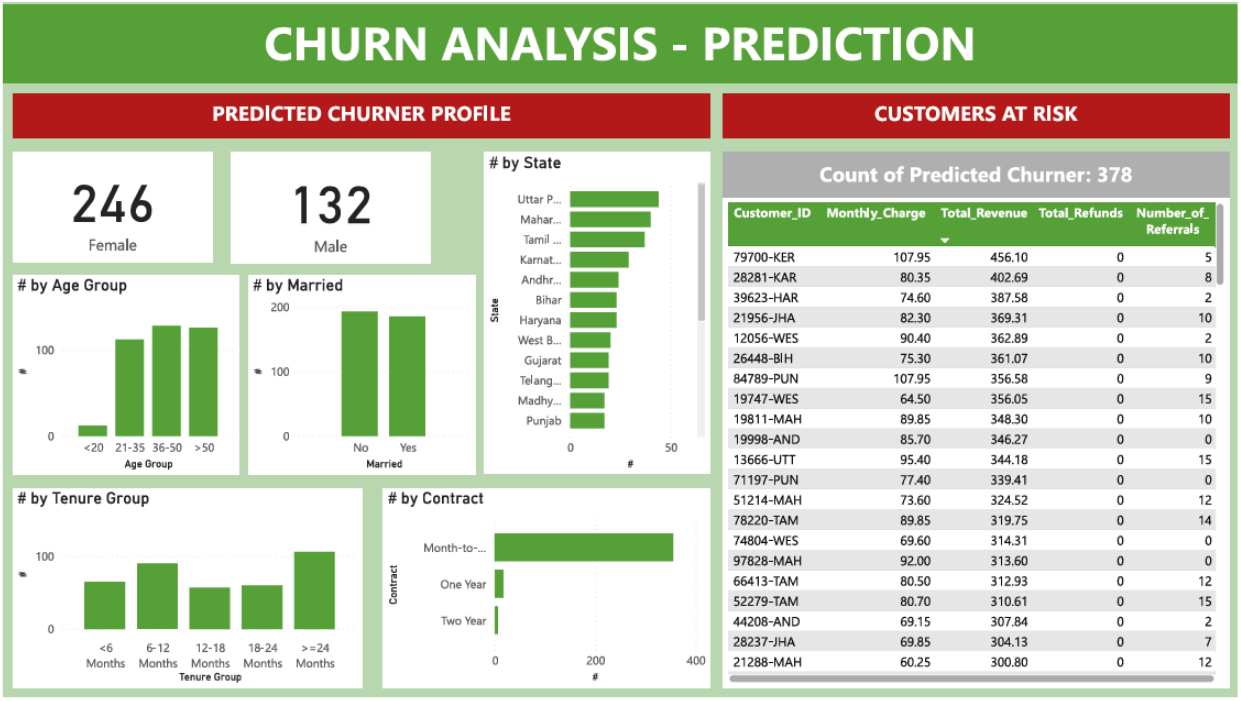
PREDICTIVE INSIGHTS ON FUTURE CHURNERS



Gender and Age Risk

- **65% of predicted churners are female**.
- Prediction suggests that **future churn will continue to be female-dominated** unless corrective action is taken.
- Customers in **36–50 and >50 age groups** make up the bulk of predicted churners.

Launch **senior-friendly plans** and personalized engagement campaigns for female customers.

Contract and Tenure Risk

- Highest predicted churn is in **long-tenure customers (≥24 months)**.
- New joiners (<6 months) are also predicted to churn, but not as much.
- Almost all predicted churners are on **month-to-month contracts.**
- Very few predicted churners have 1- or 2-year contracts.

Offer **lower rates** for long-term sign-ups; **free device/plan upgrades** after X months; Onboard with **welcome programs** (tutorials, special offers in first 3 months) to build stickiness.

Regional Risk

- Future churn is predicted to be highest in **Uttar Pradesh, Maharashtra, Tamil Nadu, and Karnataka**.
- Regional churn prediction implies **localized service/competition issues will keep driving exits here.**

Run **localized campaigns** to offer regional discounts, free add-ons; address service complaints specific to these states (e.g., coverage or reliability); set up **geo-targeted SMS/email campaigns** for customers in these regions

Revenue Risk

- Many predicted churners have **monthly charges >90**, i.e., premium customers.
- If predictions hold, **future churn will cut into high-value revenue segments** more than low-value ones.

Referral Risk

- Even customers with **10–15 referrals** are predicted to churn.
- Prediction indicates that **referrals/loyalty are not strong enough to prevent future exits**.