



Customer Churn Prediction Dashboard

Predictive Analytics for Customer Retention

TOTAL CUSTOMERS

7.04K

CHURN RATE %

26.54

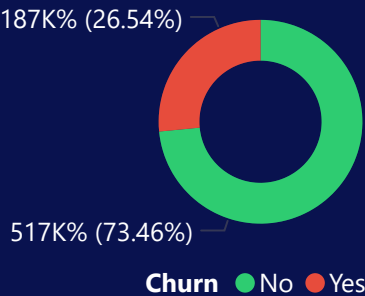
High Risk Customers

1.66K

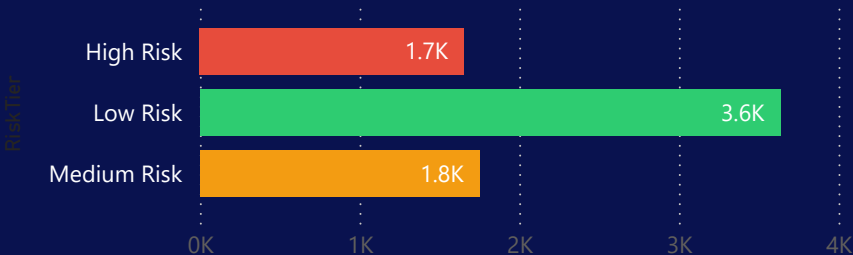
MODEL ACCURACY (AUC)

0.85

Churn Distribution



Customers by Risk Tier

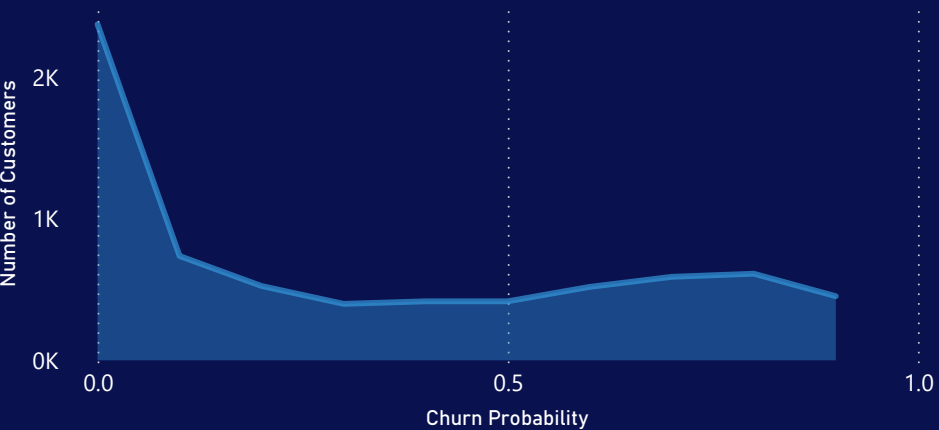


Contract

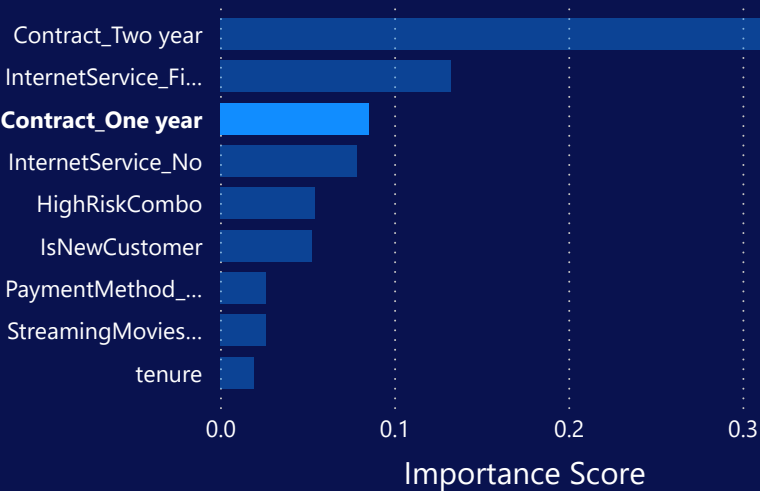
Churn Risk: Contract Type * Tenure

	0-1 year	1-2 years	2-4 years	4+ years	Total
Month-to-month	132125.8%	40066.2%	37893.6%	14058.4%	224144.0%
One year	1980.7%	2995.0%	9373.8%	12854.1%	27203.6%
Two year	171.8%	216.1%	1023.9%	6790.9%	8202.6%
Total	134278.3%	43277.2%	48291.3%	33703.4%	259550.2%

Churn Probability Distribution



Top 10 Churn Drivers



NEW CUSTOMERS AT RISK

Customers with <12 months tenure have 3X HIGHER churn rate

ACTION: Implement 90-day onboarding

SERVICE BUNDLING PAYS OFF

Customers with 5+ services churn 60% LESS

ACTION: Create bundle promotions