



# Customer Churn Prediction Dashboard

Predictive Analytics for Customer Retention

Quick measure

TOTAL CUSTOMERS

7.04K

CHURN RATE %

26.54

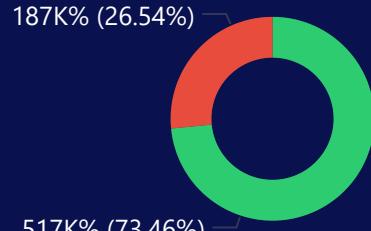
High Risk Customers

1.66K

MODEL ACCURACY (AUC)

0.85

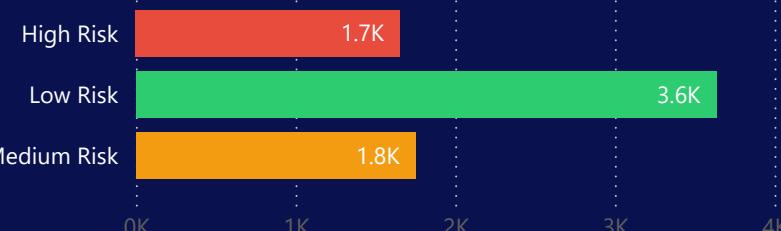
## Churn Distribution



Churn ● No ● Yes

Risk Tier

## Customers by Risk Tier



High Risk

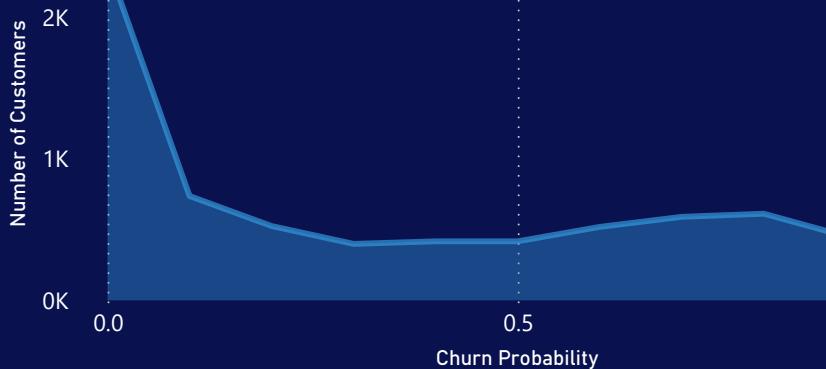
Low Risk

Medium Risk

0K 1K 2K 3K 4K

Contract	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

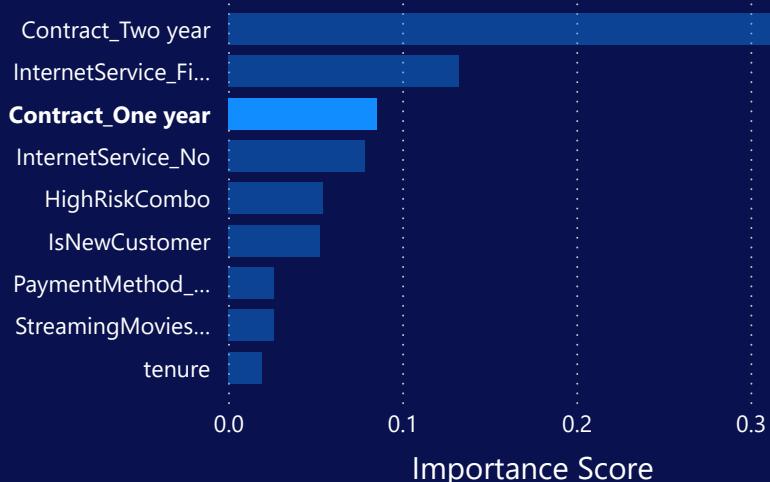


Number of Customers

0K 1K 2K

Churn Probability

## Top 10 Churn Drivers



Contract\_Two year

InternetService\_Fi...

Contract\_One year

InternetService\_No

HighRiskCombo

IsNewCustomer

PaymentMethod\_...

StreamingMovies\_...

tenure

Importance Score

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