



## 1. Executive Overview (High-Level Business View)

 **Goal:** Give leadership a snapshot of company health, customer retention, and future revenue outlook.

### **Business Questions:**

- What is our current churn rate, and how is it trending?
- How much monthly revenue are we generating and projecting?
- How many customers do we currently have, and how many are at risk?
- What is the average customer lifetime value (CLV)?
- How much revenue could be lost if at-risk customers churn?
- How are our retention efforts performing compared to previous months?

 This page will summarize *key KPIs* and pull one or two visuals from the other pages.

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## 2. Churn Prediction Page


 **Goal:** Understand which customers are likely to churn and why.

### **Business Questions:**

- What is the overall churn rate and churn probability distribution?
- Which customer segments (e.g., contract type, tenure, monthly charges) are most at risk?
- How does churn probability differ between male/female, senior/non-senior, partner/no partner?
- What factors have the highest impact on churn likelihood?
- Who are the top customers most likely to churn (for retention targeting)?



### 3. Revenue Forecast Page


 **Goal:** Forecast future revenues and identify potential risks in projected income.

**Business Questions:**

- How is total revenue expected to trend over the next months?
  - How accurate are our forecasts compared to actuals?
  - What are the upper and lower bounds of expected revenue (uncertainty range)?
  - Which months show the highest forecasted revenue dips or growth spikes?
  - How does churn impact our revenue projection?
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### 4. Customer Lifetime Value (CLV) Page


 **Goal:** Measure and analyze customer profitability and longevity.

**Business Questions:**

- What is the average lifetime value (LTV) of a customer?
  - Which segments have the highest or lowest CLV (e.g., by contract, gender, internet service)?
  - How does tenure correlate with CLV?
  - What's the average monthly revenue per customer (ARPU)?
  - How is CLV distributed across churned vs. retained customers?
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### 5. Retention Strategy Simulation Page

 **Goal:** Test “what-if” retention strategies to simulate financial outcomes.

**Business Questions:**

- What happens to revenue if we reduce churn by X%?
- How many customers need to be retained to reach a target revenue?
- How much can CLV increase if churn probability is reduced for specific segments?
- What is the predicted impact on future revenue if retention improves?
- How does changing contract type or tenure affect churn risk?