

Customer Churn Analytics – Problem Statement

- 1 Customer churn leads to significant revenue loss for subscription-based businesses.
- 2 The company lacks visibility into which customer segments are most likely to churn.
- 3 There is no system to identify early warning signs before customers leave.
- 4 Retention actions are reactive instead of data-driven.
- 5 Business needs a dashboard to monitor churn KPIs and drivers.