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(54) Title of the invention : CUSTOMER CHURN PREDICTION

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(57) Abstract :
The present invention provides a customer churn prediction method for businesses to proactively identify and retain at-risk customers. By accurately predicting customer churn, businesses can improve customer loyalty, increase revenue, and reduce costs associated with acquiring new customers. The process of customer churn prediction typically involves collecting and analyzing customer data from various sources, such as customer behavior, demographic information, and purchase history. This data is then used to train a predictive model using machine learning algorithms. Once the predictive model has been trained, it can be used to make predictions about future customer behavior. This information can then be used to develop targeted retention strategies, such as personalized promotions and discounts or improved customer service. Further, it provides volume reports or trend graphs to help businesses better understand the distribution of at-risk customers over time. This can help businesses to identify trends and patterns in customer behavior and develop more effective retention strategies.

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