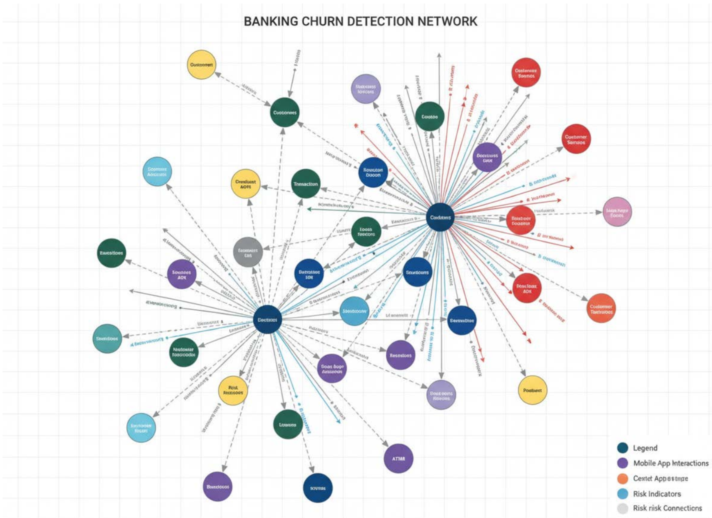
# Customer Analytics - Attrition

## Graph Analytics for Banks: Detect Churn Earlier, Intervene Smarter, and Protect Revenue.




### The Problem

- Banks lose 15% of retail customers per year, attrition that quietly erodes revenue and increases acquisition spend.
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### Why Traditional Analytics Fail

- Tabular methods treat customers as isolated records and miss connected behaviors (e.g. product abandonment that spreads across social or household links, or clear evidence of systemic issues within onboarding or servicing that lead to early disengagement.)
- That means banks miss early detection and fail to intervene during moments that matter to retain high-value customers.

### Clarity

Reveals hidden relationship among customers, products, and channels that drive early attrition.

Traces each customers' unique sequence of interactions to pinpoint the true root causes of churn.

Provides explainable, visual evidence, turning complex data into intuitive insights for business leaders.

### Precision

AIdentifies early warning signals before churn occurs, using network-level behavioral patterns.

Reduces false positives by understanding influence, dependency, and sequence effects that traditional analytics miss.

Quantifies retention lift and ROI for each actionable segment with data-backed confidence.

### Foresight

Simulates "what-if" scenarios across customer journeys to predict the impact of operational or experience changes.

Enables predictive modeling that adapts as new relationships and events emerge in real time.

Establishes a continuous learning graph framework, creating a sustainable competitive advantage in customer understanding.

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