

# CHURN ANALYSIS

Original Design Iceberg companion. Define the situation and keep evidence separate from assumptions. Add a sheet when the scope needs more space.

## 01 / LOSS DEFINITION

Which event ends the measured relationship?

## 02 / POPULATION

Starting customers, period and eligibility rules.

## 03 / EXITS

Cancellation, payment failure and other routes, recorded separately.

## 04 / LIFECYCLE

Age at exit and value previously received.

## 05 / REASON EVIDENCE

Volunteered accounts, records and unresolved explanations.

## 06 / RATE

Numerator, denominator, formula and system convention.

# REVIEW & DECISION

Original Design Iceberg companion. Interpret the work, record its limits and agree a next action with an owner and a review point.

01 / LEGITIMATE EXIT

Which needs have ended or changed?

02 / REPAIRABLE FRICTION

Which problem could restore useful value?

03 / RECOVERY

Payment and operational recovery owner.

04 / EXIT ACCESS

Can a customer end the relationship clearly?

05 / GUARDRAILS

Complaints, effort and unresolved accounts to monitor.

06 / NEXT ACTION

Intervention, evidence boundary and review date.