

Predictive Analytics Engine

Executive Summary

Generated March 2026

Key Performance Indicators

4,668 AT RISK MEMBERS	342 PREDICTED ATTRITION 30D	89 HIGH RISK LOANS	2.8 DEPOSIT FLIGHT RISK
4,523 CROSS SELL OPPORTUNITIES	87.3 MODEL ACCURACY	\$1.2M VALUE AT RISK	47,832 TOTAL MEMBERS

Key Insights

- Strong Model Performance**
87.3% accuracy — exceeds 85% threshold
- At-Risk Members Identified**
4,668 members in medium/high risk tiers
- Cross-Sell Pipeline**
4,523 high-propensity opportunities identified

Decisions Requiring Action

- Attrition Intervention** WARNING
1,847 members in high/very-high risk tiers - \$6.3M lifetime value at risk
- Cross-Sell Execution** ON TRACK
4,523 high-propensity opportunities identified - \$2.1M revenue potential

Strategic Recommendations

- 1 Launch Personalized Retention Campaign**
Target 1,247 high-risk members with personalized offers.
Expected: Preserve member value and reduce attrition
- 2 Execute Cross-Sell Campaign**
Target 4,523 high-propensity opportunities.
Expected: Revenue growth from existing members
- 3 Monitor Loan Default Risk**
89 loans in high-risk band — review collection strategy.
Expected: Reduce expected credit losses

Recent Actions Taken

✓ Personalized Retention Offers — Attrition Intervention • action_taken

Decision Pipeline Status



Predictive Analytics Engine • Decision Pipeline v2.0
DataVisuals™