

# Protecting Recurring Revenue with Renewal-Risk Prediction



## The Customer

A software corporation needing to know in advance if a customer will renew, so teams can take timely actions to retain customers and prevent revenue loss across geos, sales orgs, customer groups, and product lines.

## The Challenge

- Complex, time-consuming manual analytics from legacy warehouses
- Finance unable to act in time due to slow insights
- Difficulty scaling use cases and keeping customers loyal

## The Solution

Enable rapid ML-driven renewal prediction and revenue-risk insights:

- Build models to flag likely churn in upcoming periods
- Surface revenue-risk by geo, org, and product segments
- Feed prioritized actions to marketing/success; unlock new analytics use cases

## The Results

- Early interventions for at-risk renewals
- Targeted retention plays by segment
- Clear visibility into revenue at risk
- Foundation for new analytics use cases

## Impact Delivered

- 40% Faster risk detection
- 25% Churn-risk reduction
- 30% Campaign efficiency improvement
- 20% Revenue-leakage reduction

## Solution Components

- Cloud data lake/warehouse
- Ingestion & ETL/ELT pipelines
- Machine learning platform
- Feature store
- MLOps (CI/CD, monitoring)
- BI/analytics layer with CRM/reverse ETL.