

Executive Summary

Situation:

- PowerCo is a leading provider of gas and electricity, serving corporate, SME (Small & Medium Enterprise), and residential customers.

Challenge:

- **9.7%** of the Customer Churn

Objectives:

1. Develop a predictive model to accurately identify clients most likely to churn.
2. Create a targeted discount strategy to retain these at-risk clients.

Solution:

- **Predictive Model:** Achieved a precision of **99%** in detecting potential churners (Random Forest Model).

Retention Strategy:

- A tailored **20% discount** is offered to high-risk clients, effectively reducing churn.