

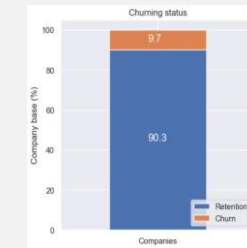
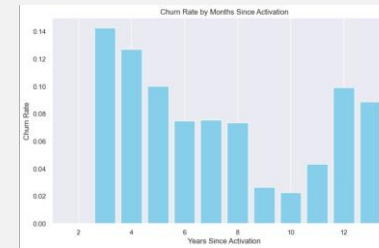
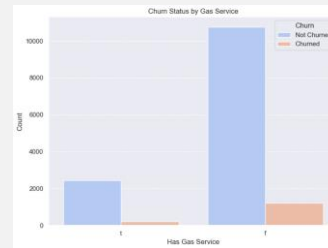
Executive summary

❖ Situation:-

- ❖ Power Co. faces a 9.7% customer churn rate, impacting profitability. Effective strategies are needed to reduce churn and enhance long-term customer retention.

❖ Complication:-

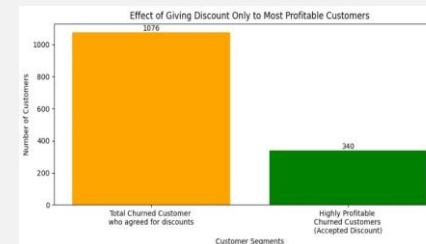
- ❖ Single product customers have higher churn rates.
- ❖ Off-peak pricing periods show higher revenue potential, while other pricing conditions are less impactful.
- ❖ No clear correlation between loyalty and price alone; other factors influence loyalty.
- ❖ Higher churn rates during the first 2-3 years due to initial evaluation and onboarding challenges.



❖ Question:- How can Power Co. reduce customer churn and enhance long-term retention while maintaining profitability?

❖ Answer:-

- ❖ **Multi-Product Engagement:-** Encourage multiple product purchases to reduce churn.
- ❖ **Optimize Off-Peak Pricing:-** Focus on maximizing revenue during off-peak periods.
- ❖ **Targeted Discounts:-** Offer discounts to highly profitable customers to retain high revenue contributors.



Using predictive models to identify and offer discounts to potential churners. Implementing these strategies will reduce churn, enhance loyalty, and maintain profitability.