

## Executive summary

### Situation:

- Powerco believes that consumer price sensitivity is the root of their customer turnover problem. Giving 20% off to clients who are most likely to start leaving is one potential answer.

### Machine Learning Modelling:

- I used the Random Forest Classifier after doing data cleansing, EDA, and feature engineering. The Random Forest Classifier model, which was created to forecast the likelihood that consumers would leave, has a precision score of 0.91 and an accuracy of 0.90 on the test set.

### Findings:

- Only 90% of consumers have not churned, compared to almost 10% (9.7%) of customers who have.
- One of the main causes of churn is the net margin on 12-month power subscriptions and usage.
- Another important factor is the anticipated 2-month meter leasing expense.
- Time appears to have an impact, particularly the duration of their employment, their tenure, and the number of months since they changed their contract.