

# Solutions to decrease Churn For PowerCo

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By BCG

# Some major insights extracted from the data.

## Insight-1

- We found that “margin\_gross\_pow\_element”, “cons\_12m”, “net\_margin”, “avg\_price\_pow\_energy” were some of the most deciding features of, whether the client churns or not.
- Since all these features are related to the bill amount the client has to pay, therefore we can say that “Price Sensitivity” is one of the driving factors for churn.

## Insight-2

- The data shows that clients who have been customers of PowerCo for more than 7 years are less likely to churn, while clients who have been customers for 6 years or less are much more likely to churn.

## Insight-3

- We found that approx 37% of those clients(who were highly likely to churn) to whom we provided discount, got shifted to the category of ‘less likely to churn’.
- Thus we can say that idea of giving a discount of 20% to customers that are highly likely to churn, would decrease the churn rate to a descent extent.