Executive summary template

Situation:

- Powerco is facing customer churn attributed to price sensitivities. One proposed solution involves offering a 20% discount to customers at risk of leaving.

Machine Learning Modeling:

- Following data cleaning, exploratory data analysis, and feature engineering, I utilized a Random Forest Classifier. The model accurately predicted customers' churn probability with an accuracy of 0.90 and precision score of 0.90 on the test set.

Insights:

- Approximately 9.7% of customers have churned, while 90.3% have remained.
- Churn is strongly influenced by the net margin on power subscription and consumption over 12 months.
- The forecasted bill for meter rental in the next two months is also a significant driver.
- Time plays a crucial role, particularly the duration of customer activity, tenure, and the time since their contract was last updated.