Abstract Slide: Key Findings and Recommendations

[Slide Title: Project Highlights]

- Introducing predictive modeling to address churn in SME segment

- Leveraging data science to identify key drivers and inform strategies

[Slide Title: Key Findings]

1. Price Sensitivity and Churn: Our analysis indicates a strong correlation between price sensitivity and churn. Customers with higher price change percentages exhibit higher propensity to churn.

2. Enhanced Feature Engineering: By introducing features like average price change, customer tenure, and price stability, we improved the model's predictive power and ability to capture customer behavior.

3. Random Forest Model: Utilizing a Random Forest classifier, we achieved an accuracy of accuracy % on predicting churn. This metric highlights the model's effectiveness in identifying potential churners.

[Slide Title: Financial Impact]

1. Savings Potential: The model has the potential to save an amount through targeted discounting strategies. Retaining high-risk churn customers could significantly impact the client's bottom line.

2. Effective Discounting: Our model allows the client to strategically allocate a 20% discount to high-risk customers, optimizing retention efforts and minimizing revenue loss.

[Slide Title: Recommendations]

1. Targeted Discount Strategy: Prioritize the 20% discount offer to customers identified as high churn risks by the model. This approach maximizes the effectiveness of the discounting strategy.

2. Continuous Model Refinement: Regularly update and refine the model with new data to adapt to changing customer behaviors and trends.

[Slide Title: Next Steps]

1. Validation and Implementation: Deploy the model on the 1st working day of each month to predict churn and offer targeted discounts.

2. Monitoring and Evaluation: Track the impact of the discount strategy on customer retention and overall financial performance.

[Slide Title: Client Value]

- Strengthen customer retention strategies with data-driven insights

- Maximize revenue by focusing on high-risk churn customers

- Drive long-term business growth through targeted and effective discounting