

## **insights**

From the model, price is not a major factor of the churn.  
According to the model:

1. Electricity consumption for the past 12 months is the highest determinant of the customer churn. This is followed by the
2. Forecasted bill of meter rental for the next 12 months
3. Total net margin
4. Forecasted electricity consumption for next 12 months
5. Net margin on power subscription.