

# Executive Summary

Apr, 13, 2022

The power-liberalization of the energy market in Europe has led to significant customer churn, especially in the SME segment.

The Hypothesis, for those customers that are at risk of churning, a discount (20%) might incentivize them to stay with our client, especially those for whom price is the primary concern.

## Price Off Peak Trend Analysis

- The average of Peak Fix is \$ ~0.1418, the differences between the average is more of 0.42% to churn people. The mean churn price was ~49% **below** the mean price per client (\$0.1423), and ~52% of churn people were paying for this Peak Fix.
- The average of Peak Var is \$ ~43.16, the differences represents more of 0.39% to churn people. The mean churn price was ~60% **above** the mean price per client (\$42.92), and ~56% of churn people were paying for this Peak Var.

## Recommendation

Even with a discount their price will remain highly above the estimated average price so there are some things to consider before applying a discount:

- More Quality of Service
- Build a relationship with customers
- Prioritize customers in specific geography areas - segmentation
- Record detailed consumption behavior