

EXECUTIVE SUMMARY

High churn rate observed in SME division (9.7% across 14,606 customers) and customers most likely to leave after 4 months.

- Predictive model identifies yearly consumption, forecasted consumption, and net margin as primary churn drivers.
- Price sensitivity features show scattered influence, not significant in current form.
- Implement targeted discounts tailored to high-value customers with high churn probability, offering personalized incentives within customized product offerings based on individual preferences and consumption patterns to maximize the effectiveness of retention strategies.