

Executive Summary

How much does price sensitivity affect churn?

- Price is a weak predictor of churn.
- Difference in price between periods does slightly better.

What factors influence churn the most?

- Net margin for power and forecasted electricity consumption over 12 months are the top drivers for churn.
- Companies who have been with PowerCo for less than 5 months are much more likely to churn.

What actions might decrease churn?

- Focus on retaining newer clients.
- Focus on decreasing expenses and increasing revenues and consumption.