Executive summary

Insight 1

- The Random Forest Classifier model predicts customer churn with an accuracy of 90%.
- The model's precision for predicting churn is 67%, which means that when it predicts churn.

Insight 2

- The top three features that impact customer churn are: consumption in the last 12 months, forecasted consumption in the next 12 months, and forecasted meter rental cost in the next 12 months.

- The model may save the client money by identifying at-risk customers, enabling targeted retention strategies.