vright © 2020 by Boston Consulting Group. All rights reserved

PowerCo

Situation

New companies are entering the energy market

Complication

 PowerCo's customer base might be under risk of decreasing (increased churn probability)

Question

- Price Elasticity
- Other factors

Answer

- Implement a RF model to identify customers with higher churn probability
- Consider as an important factor the consumed energy over the last 12 months