Executive summary

Situation

- PowerCo is a major gas and electricity utility that supplies to corporate, SME (Small & Medium Enterprise).To formulate a hypothesis for a data science problem and layout major steps to test this hypothesis.

Complication

- Diagnose the source of churning SME customers

Question

- Price changes affect customer churn

Answer

- Discount is not optimal and there are other factors that are contributing to churn. Finding this factor will help to aid strategies for each customers that optimizes profit or expected revenue.