

Executive Summary

Model Answer



Discounts may not be the best strategy to reduce churn

- Given that customers are not overly price sensitive, more customer outreach is needed to determine the best retention strategies



Churn is high in the SME division

- Nearly 10% across ~15k customers



Factors influencing likelihood to churn can be measured and predicted

- A sensitivity analysis was conducted to analyze the impact of price on churn



Price sensitivity is not the primary driver

- Net and gross margin on electricity and consumption are the largest drivers of churn over the past 12 months