



Executive Summary Template

Recommended Solution

We conducted exploratory data analysis, engineered predictive features, and trained a Random Forest model (~85% accuracy). The model identifies high-risk customers based on price changes, tenure, and consumption.

Situation

Customer churn has been rising, with the client suspecting price sensitivity as a key factor.

Complication

Without intervention, price-sensitive customers may continue to churn, threatening revenue and customer base stability.

Question

How can we use these insights to design targeted retention strategies (e.g., loyalty programs, tailored pricing) to reduce churn and protect margins?