Executive summary

High churn rate observed in SME division (9.7% across 14,606 customers) and customers most likely to leave after 4 months.

- The SME division experiences a high churn rate of 9.7% among 14,606 customers, with the majority of churn occurring within 4 months.

Predictive model identifies yearly consumption, forecasted consumption, and net margin as primary churn drivers.

- The predictive model pinpoints annual consumption, projected consumption, and net margin as the main factors contributing to customer churn.

Price sensitivity features show scattered influence, not significant in current form.

- Price sensitivity factors display inconsistent influence and are not significantly impactful in their present form

- To enhance retention strategies, implement targeted discounts for high-value customers likely to churn, providing personalized incentives and customized product offerings based on individual preferences and consumption habits.