

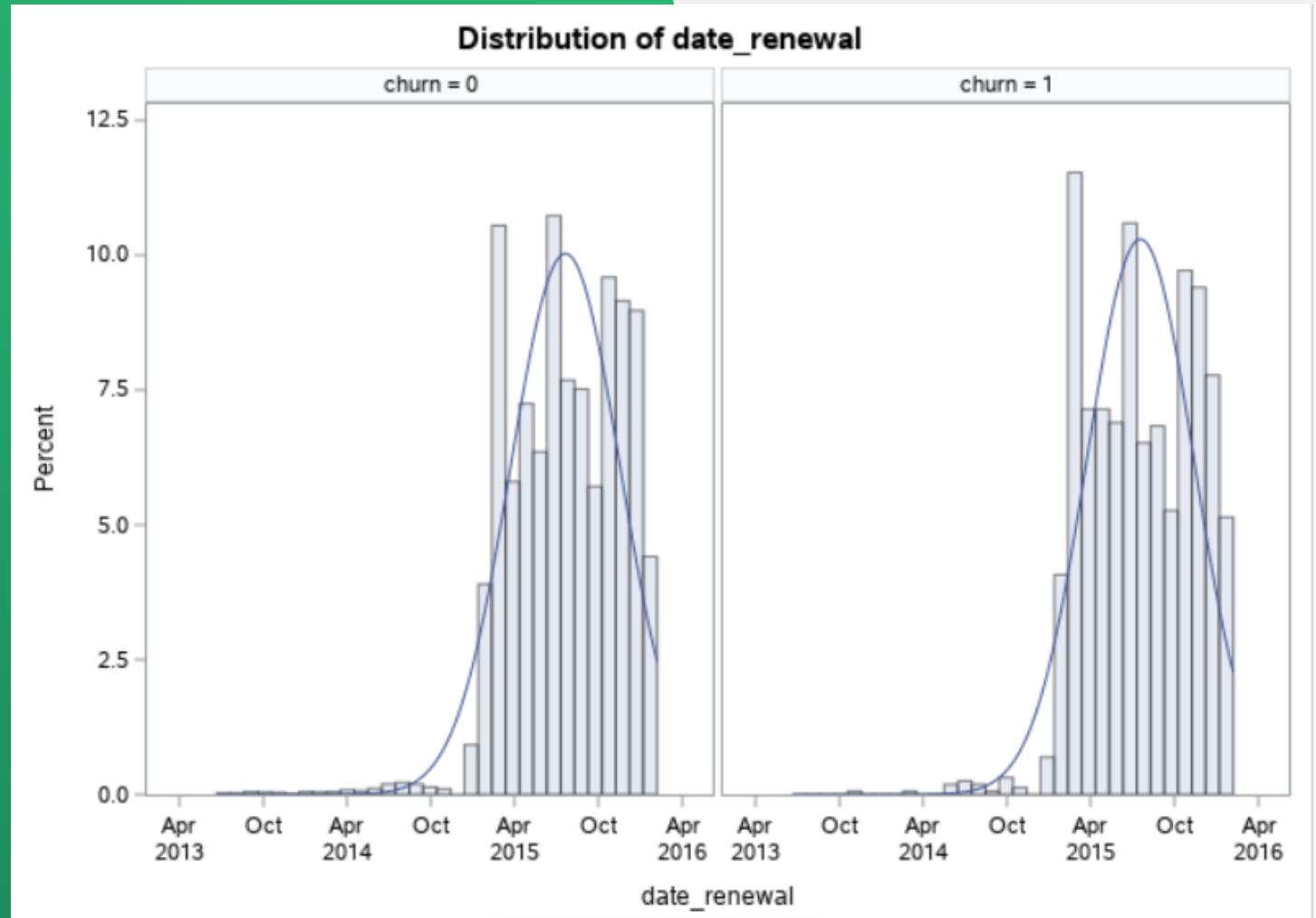
SUMMARY REPORT ON CHURN

Context:

1. Situation
2. Complication
3. Question
4. Propose solution

1. Situation

- * Significant churn problem
 - Churn rate increases after the 2015.

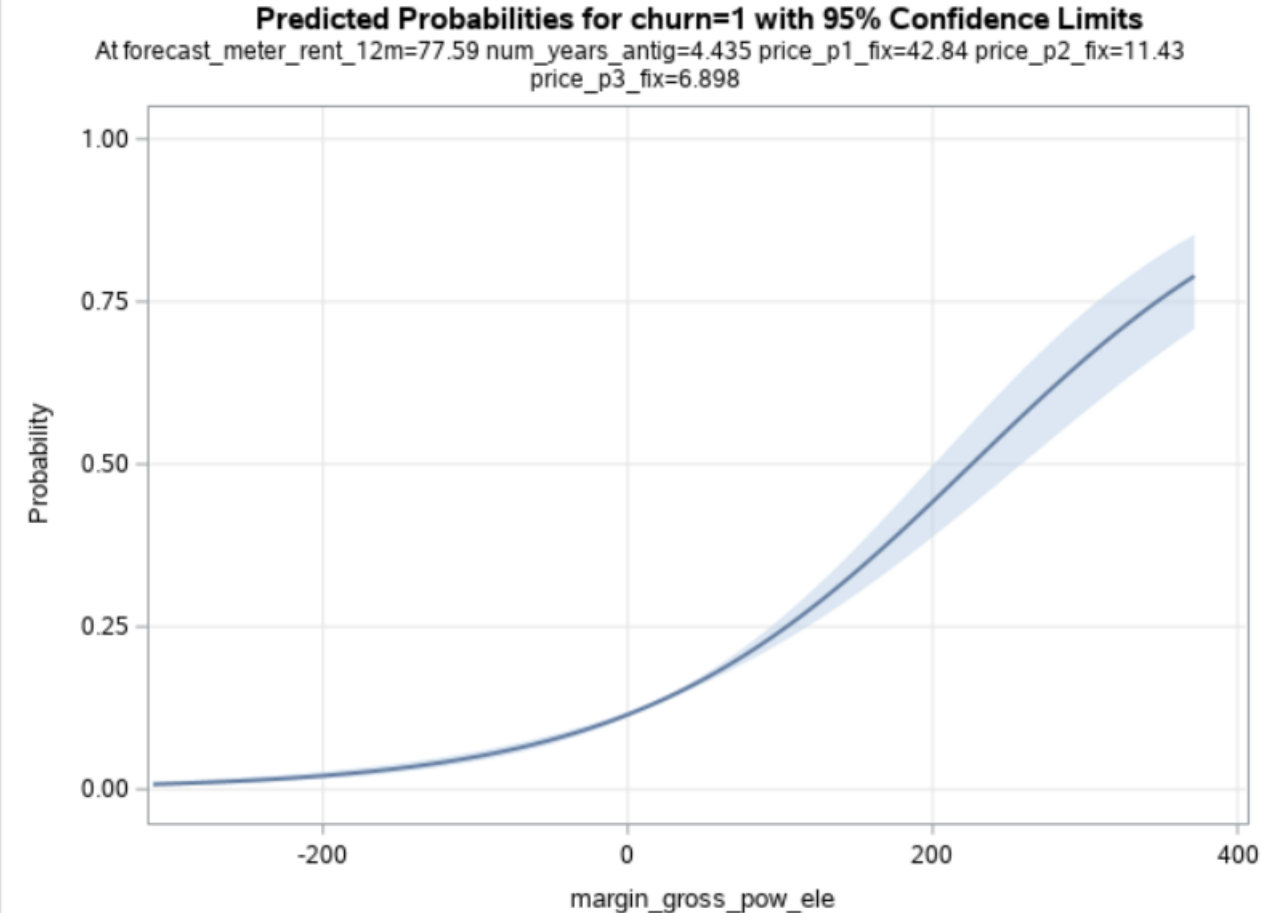


2. Complication

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Problem

- Considering the plot, we can say that as margin_gross_pow_ele increases, probability of customer leaving the company also increases.
- It shows positive relationship.



3. Question

* Hypotheses

-If company can reduce the gross_margin_pow_ele rate, then churn rate can be reduce



*Solutions

-if we look at the table, we notice that, 85.3% customer leave the company who doesn't have the gas subscription.

-Now, we have to focus on customer who doesn't have the gas subscription and who has high margin_gross_pow_ele.

-Considering these two group, we should start a campaign providing new and good offer to these two sections of customer, so that churn rate will decrease.

Table of has_gas by churn		
has_gas	churn	
	1	Total
f	1361 85.33 100.00 85.33	1361 85.33
t	234 14.67 100.00 14.67	234 14.67
Total	1595 100.00	1595 100.00

Analysis of Maximum Likelihood Estimates						
Parameter		DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept		1	-2.3070	0.0369	3899.9512	<.0001
has_gas	f	1	0.1495	0.0369	16.3870	<.0001