Executive Summary: Model Insights

Churn

Churn Scenario:
• High churn at 9.7% across 14,606 SME customers.

Model

Model Predictive Power:
• Successfully predicts churn; key drivers include yearly consumption, forecasted consumption, and net margin.

Smart

Smart Discount Strategy:
• 20% discount effective; target precision by applying discounts selectively to high-value customers with high churn probability.