

Executive Summary

Insight 1

- Inducing Discount Policy can increase the total estimate revenues by 6% or for an estimate of 4 Million US Dollars.

Insight 2

- Consumption for 12 Months seems to be the most influential factor to determine customer churning or Not.

Insight 3

- The data that was given is highly predictive of the customer churning or not, with a high model performance using Random Forest Algorithm