

Churn Prediction for PowerCo – Executive Summary

- **Situation:** 9.7% churn rate across 14,606 SME division customers.
- **Complication:** High churn threatens revenue and growth.
- **Question:** How can churn be predicted and mitigated effectively?
- **Answer:**
 - Yearly consumption, customer price sensitivity, and net margin.
 - **Recommendation:** Implement a 20% discount for high-value customers with high churn risk for maximum effectiveness.