

EXECUTIVE SUMMARY

Insight 1

- There are 1409 records missing in client's dataset, which are present in prices dataset

Insight 2

- Approximately 10% of customers had churned

Insight 3

- Price sensitivity has low correlation with churn

Insight 4

- Ixidpiddsbxsbosboudacockeimpuepw is the campaign ID that brought more customers i.e., 7097 to sign up to electricity services.

Insight 5

- Created a Model with 100%precision, which means if our model says a customer will be churned, there is 100% guaranteed he will leave. So, agents can focus more on that customer.