

# Executive summary for PowerCo



- PowerCo faces a high churn rate of 9.7% across 14606 customers.
- Predictive model is able to predict churn but the main driver is not price sensitivity.



## Insights:

- Customers in their early tenure (4 months or less) are more likely to churn.
- Customers who buy multiple products are less likely to churn.
- Net margin, yearly consumption, tenure are the top drivers for churn.



## PowerCo can improve customer retention by:

- Increasing multiple product purchases by customers
- Improving net margins, and
- Provide personalized contract updates & discounts to high-value customers with high churn probability.