

# Executive summary template

Reducing Price for higher likely to churn customers works

- Average customer probability to churn dropped from 9.9% from 9.2%
- Model Accuracy is 90%

Reducing Price by 20% for 30+% likely to churn customers is best

- Maximum amount of money saved from likely to churn customers staying is \$53,985.16

Will look at varying levels of price discounts as well as different kinds of models in next steps

- Energy consumption is the leading indicator of churn chance
- Followed by price in periods p1 and p2
- Exploring ways to identify optimal discount levels based on variable weights.