Executive Summary
Template

Discounts may not be the best variable of focus to reduce Churn
- Customers are not overly price sensitive, PowerCo needs more customer outreach to determine Best Retention Strategy

Churn is high for specific Promotional/Sales Groups
- Churn varies a lot across different subgroups of customers but its exceptionally high, more than 11%, for multiple subgroups.

Need more data for better Analysis/Prediction
- Sensitivity Analysis was performed. For prediction we got XGBoost Model as the best model with ROC-AUC score of 69% and recall of 50%. Need more data to finetune the analysis and train more complex models.

Price sensitivity is not the primary driver
- Electricity Campaigns during which customers joined are the primary driver for churn followed by Gross Margin and Months when they churned.