Executive summary template

Scenario:

- PowerCo has witnessed customer churn and they believe price sensitivity is the reason. One possible solution is to provide 20% discount to customers who are most likely to leave.

Machine Learning Model:

- After Data cleaning, Exploratory Data Analysis and Feature Engineering, I have used RandomForest classifier. The Random Forest model is built to predict the customer churn probability, achiving accuracy of 90% and precision score of 91% on test set.

Insights:

- 9.7% of the customers have churned and 90.3% of customers are still with PowerCo.
- The top driver of churn is net margin on power subscription and consumption over 12 months.
- Time seems to be an influential factor, especially the numbers of months the customers have been active, their time duration and the number of months since they have updated their contract.