Executive summary

Customer churn is a significant issue
- 9.7% of 14606 customers churned within a 3-month timeframe

Churn can be predicted, but price sensitivity is not the primary factor
- Current and forecasted consumption as well as margins are particularly strong predictors of churn

A discount strategy has valuable business impact
- In a simulation revenue can be increased by offering discounts only to customers with a high predicted churn probability