

Executive summary

- PowerCo is a major gas and electric company supplies to corporate and small-medium enterprises.
- They are losing customer due to power liberalization of the energy market in Europe, mainly in SME sector.
- The solution of the problem is to build up a prediction model based on data to predict which customers are most likely to churn and then offer a discount of 20% to the customers to make them stay.
- Prepared a model using “ **Light Gradient Boosting Machine**”
- Provide 90% accuracy on previous data
- This proves that the hypothesis is correct and ready to use.