



# Insights Sharing

The insights that we found by analyzing the Consumption data set

# Executive summary template

## Tenure of customers matters

- Data shows that tenure of customers directly is highly correlated to churn rate

## Electricity Consumption past 12M (Model evaluation)

- Electricity consumption of the past 12 months can contribute much to our model

## Net margin (Model evaluation)

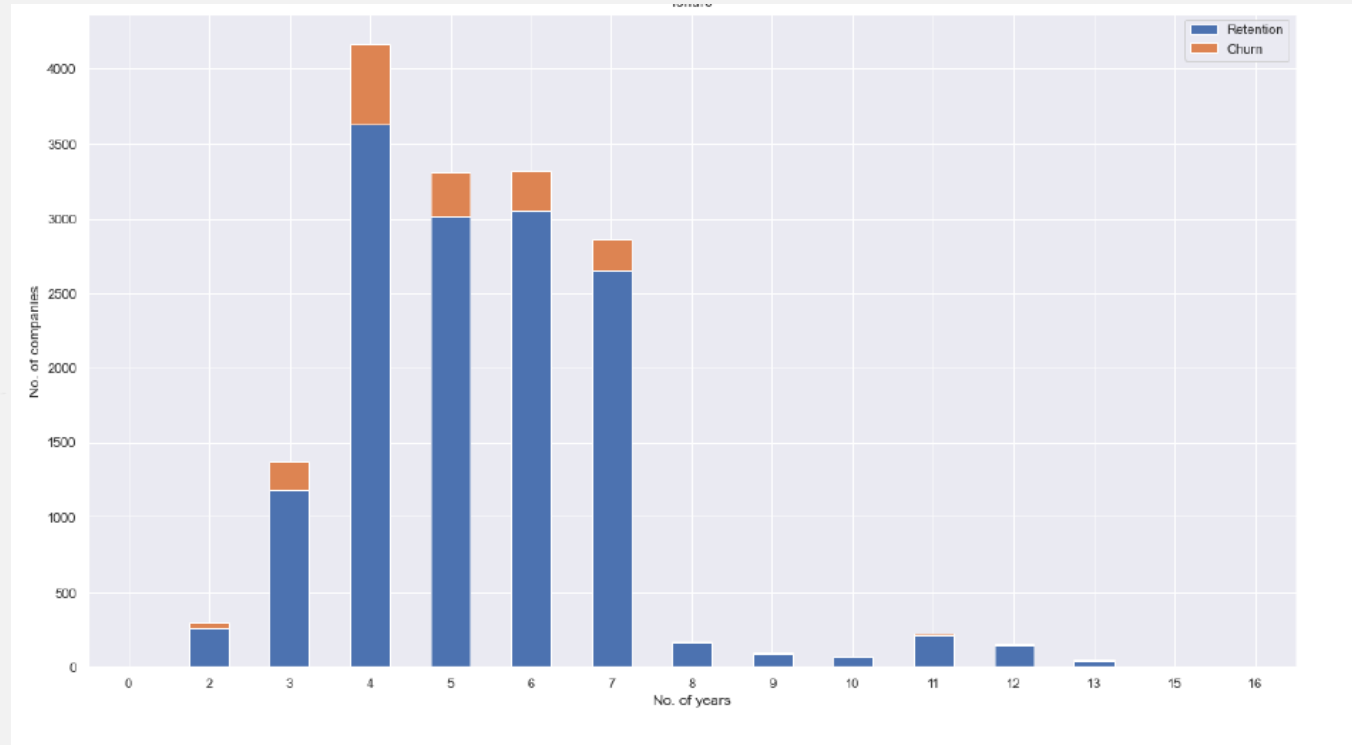
- The net margin regarding customers are also crucial for model

## Best cut-off rate

- The indicated cut-off rate for optimal revenue

# Tenure

We Define the tenure of each customers to be:  
Date of end - Date of activation

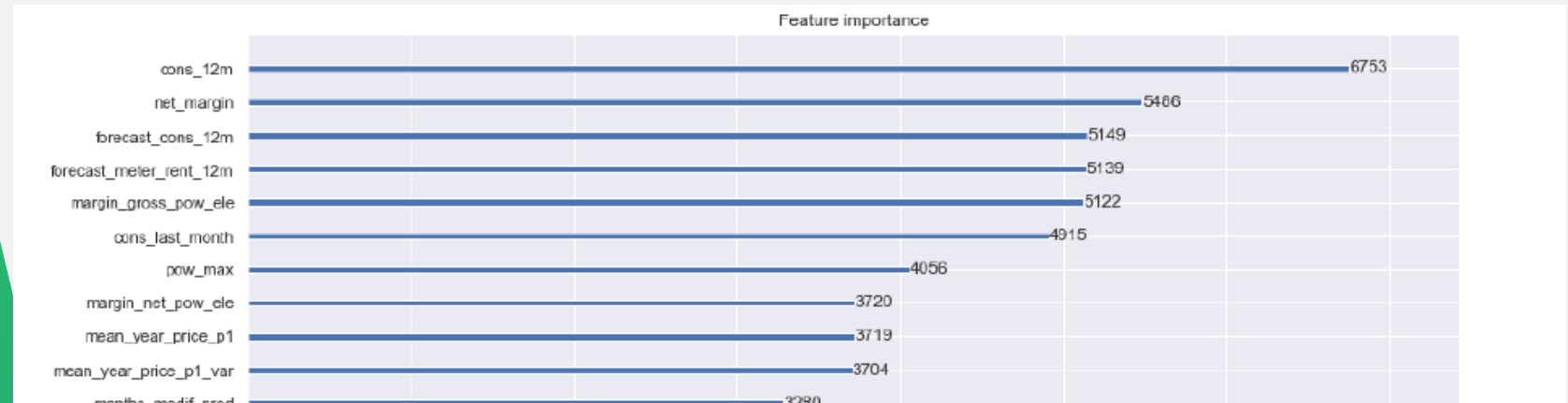


We can clearly see that churn is very low for companies which joined recently or that have made the contract a long time ago. With the higher number of churners within the 3-7 years of tenure.

We will also transform the dates provided in such a way that we can make more sense out of those

# Electricity Consumption & Net margin

After building model that predict the churn rate of our customers.



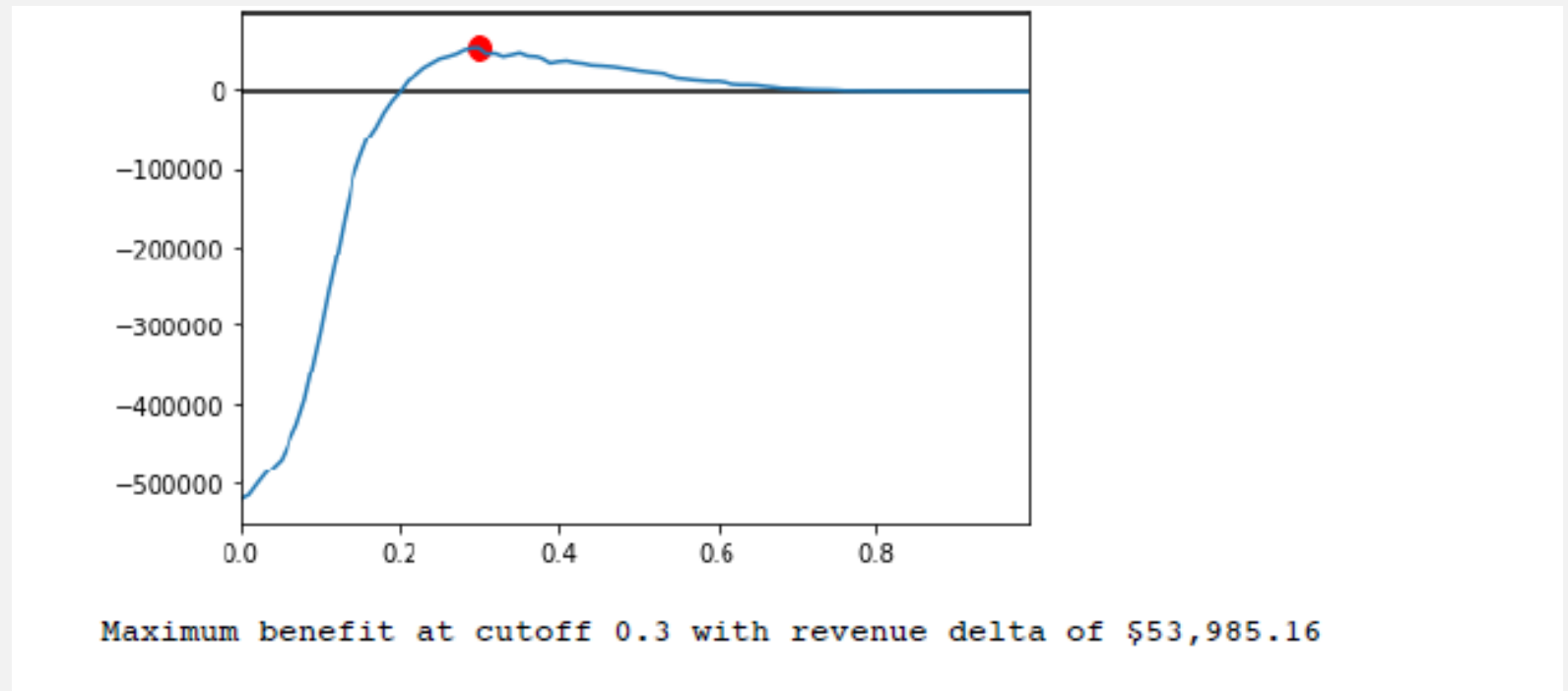
We found out that the Electricity Consumption of last 12month And the net\_margin are the two most decisive factors for our model

This can also serve as a supplement when dealing with important customers

## Best cut-off rate

Based on our model.

With 75% precision, we can predict the probability of customer's Churn rate.



And we found out if we set 0.3 as the cutoff rate,  
We can obtain 53,985 plus in revenue.