

Strategy B leads to a higher profit since more customers not churn and provide the money. Strategy B is better for all calculated metrics (for the same thresholds) and should definitely be chosen over strategy A.

Threshold 0.6 gives the highest accuracy for both strategies A and B. In this case, profit for the strategy B is 5.6 times more than using the strategy A. Despite the fact, that the highest profit per customer / p is calculated with thresholds 0.3-0.5 (rounding to 2 digits), threshold 0.6 should be used in order to get better accuracy => more plausible result. Threshold of 0.2 gives the highest profit and profit per customer for the strategy B. For strategy A highest values gives the threshold of 0.1

In my opinion, True Positive, False Negative, and False Positive are the most important metrics of the confusion matrix. True Positive and False Negative contain all information about users that are going to churn => decreasing of the profit. Special attention must be paid to False Negative value as it represents the number of users that will churn "unexpectedly" and should be minimized. False Positive value should also be minimized as it represents the amount of money that will be spent on discounts on users that were not going to churn and receive the discount.