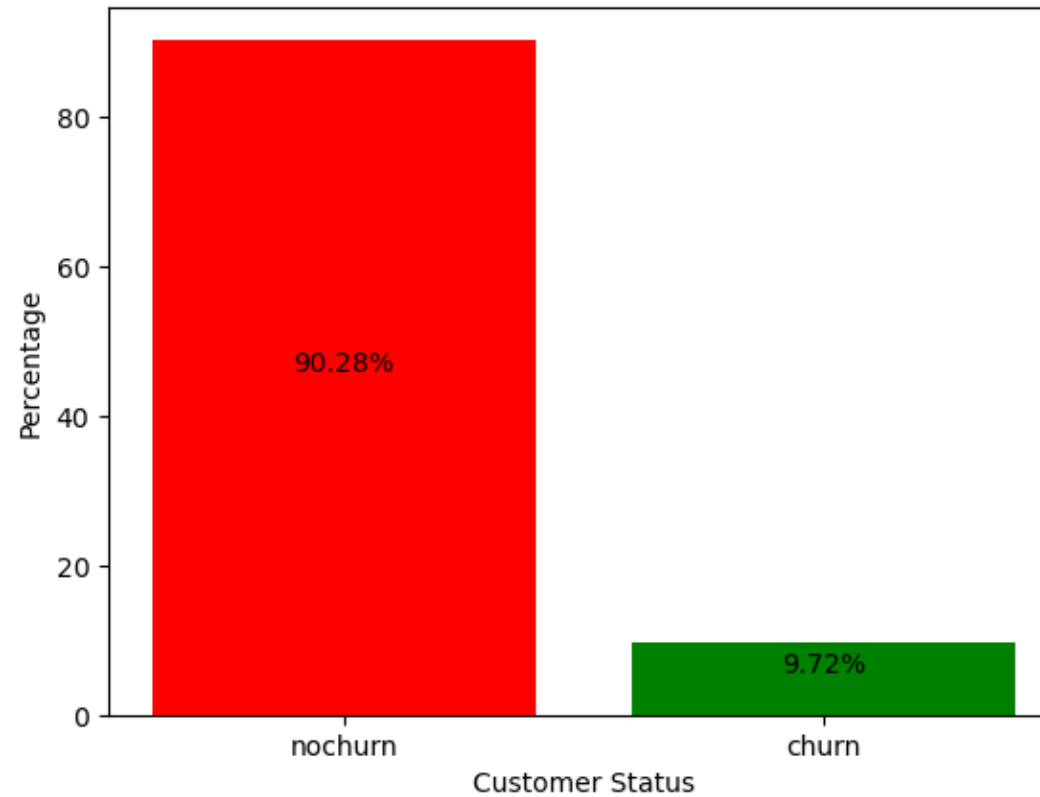


Summary

- Data Visualisation and Price Sensitivity
- Predictive Model and Its Performance
- Suggestions

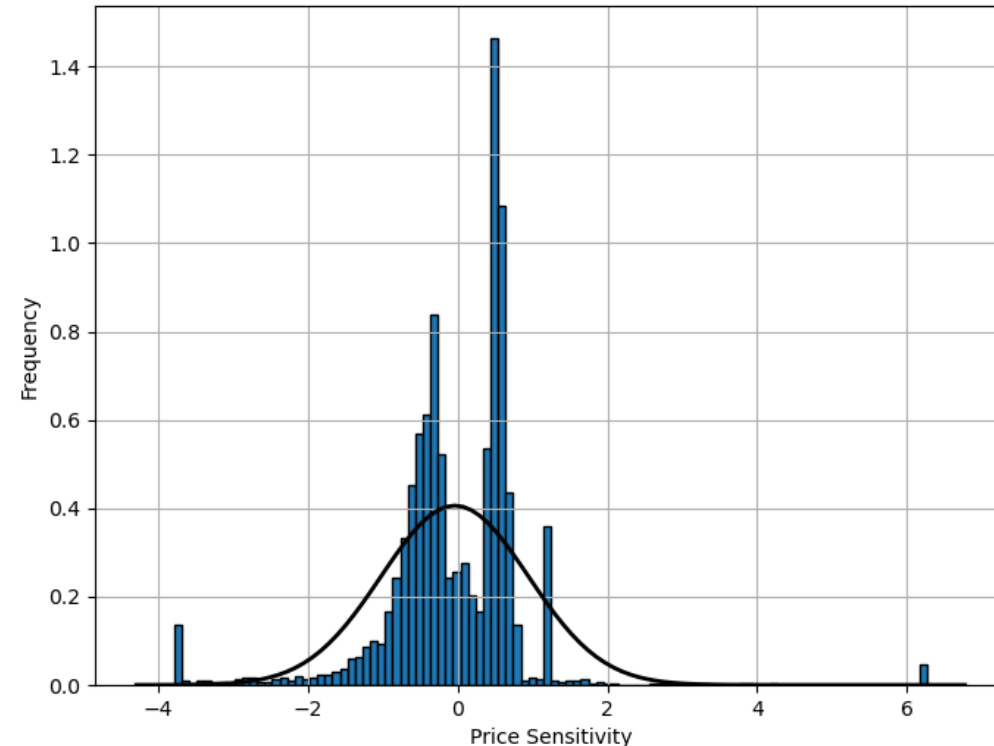
Data Visualisation and Price Sensitivity

- The churn rate is about 9.7%.



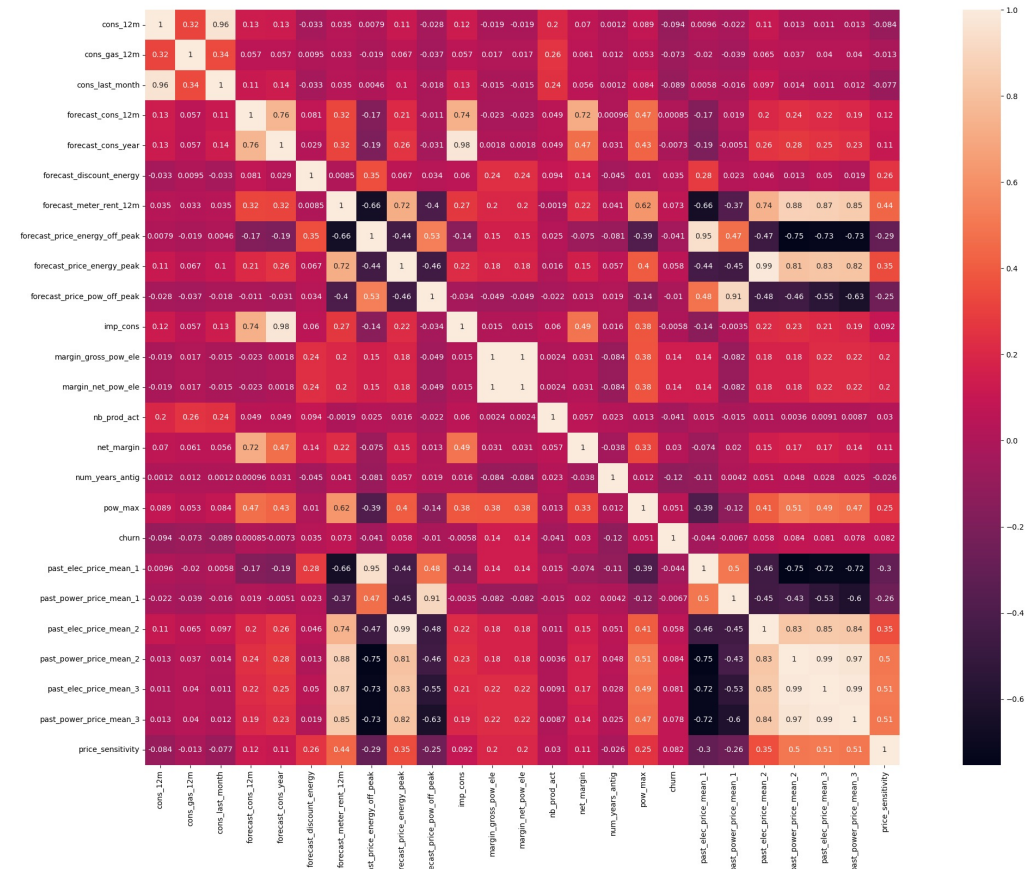
Data Visualisation and Price Sensitivity

- The price sensitivity is defined as the minus ratio of percentage change in consumption to the percentage change in price.
- There are many customers reduce their consumptions even the price decreases.



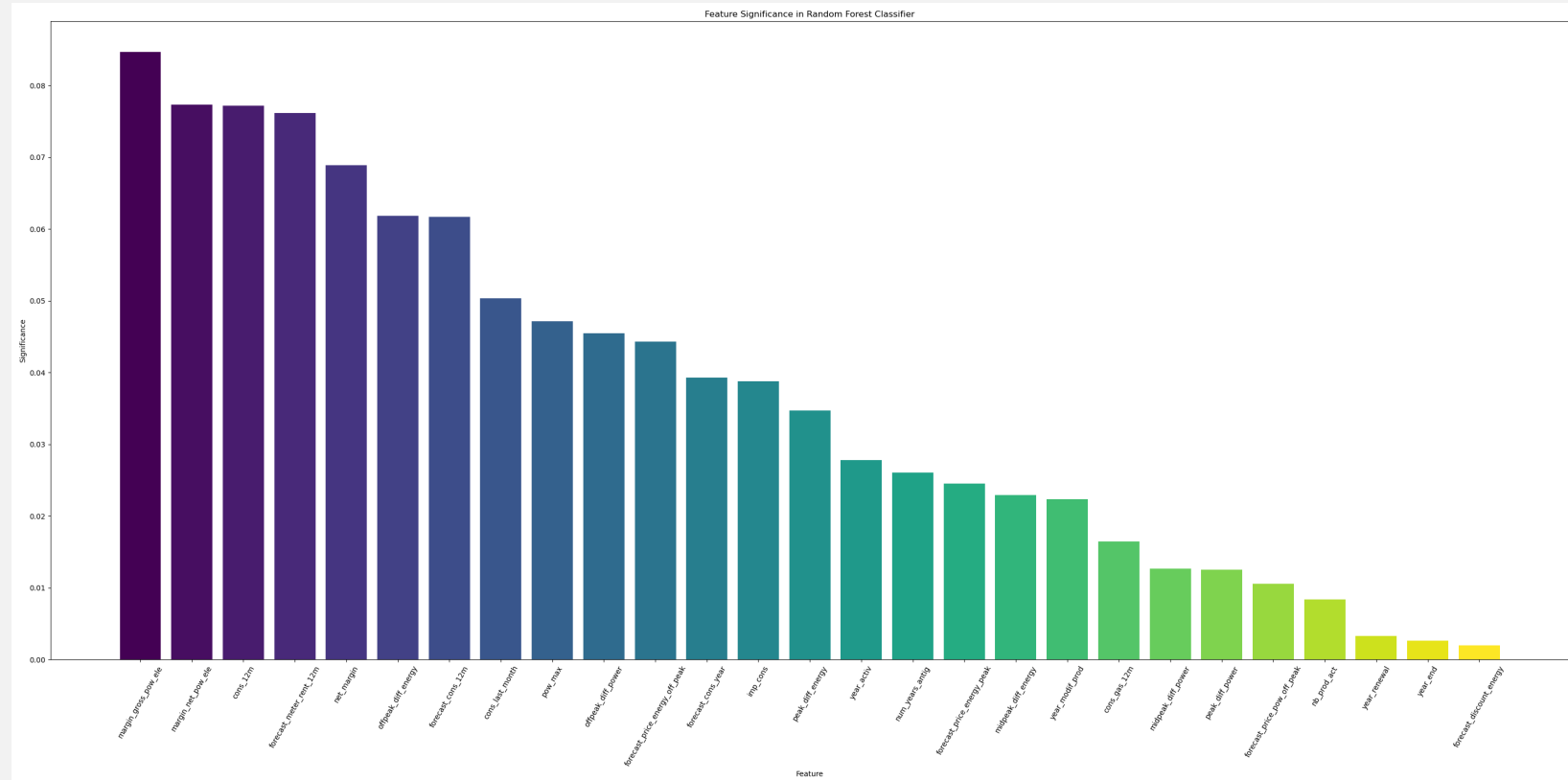
Data Visualisation and Price Sensitivity

- The correlation matrix indicates that there is no significant relationship between each independent variables and the churn rate.



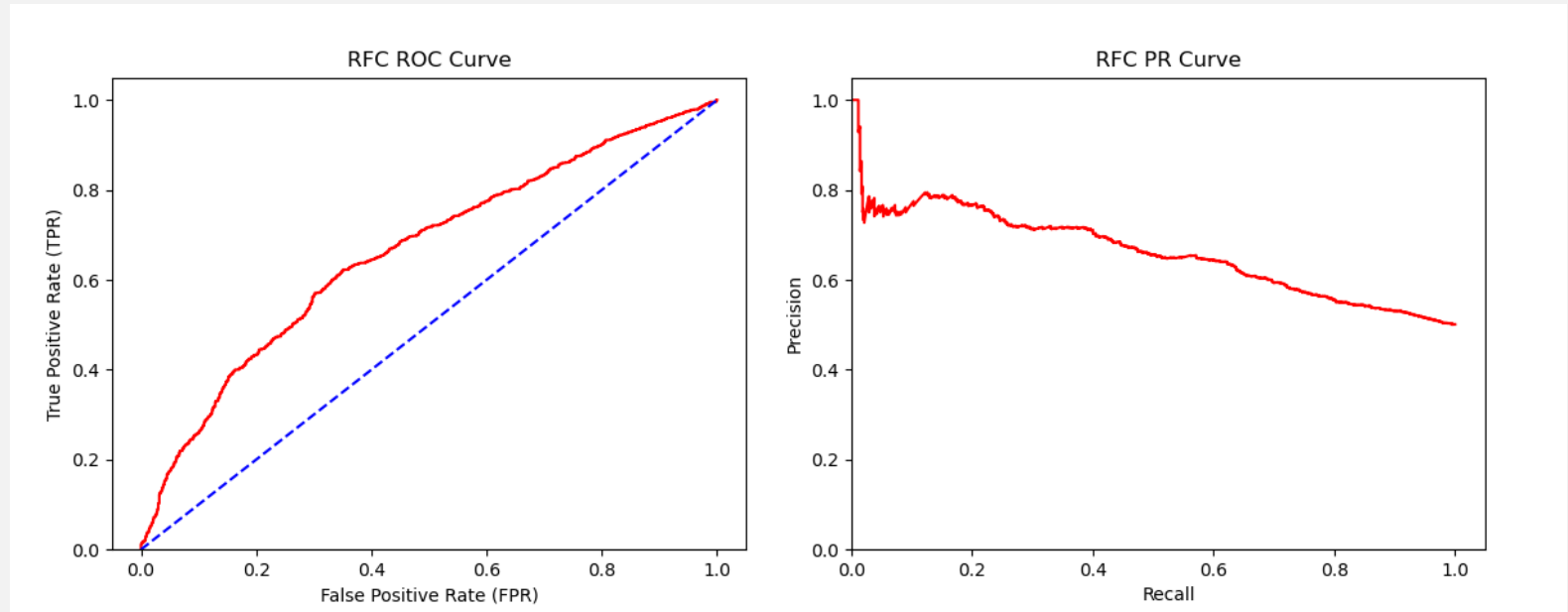
Predictive Model and Its Performance

- The Random Forest Classifier is used.
- The model predicts low significance between variables and the churn rate.



Predictive Model and Its Performance

- The performance of this predictive model is poor, and several testing scores are low.



Suggestions

- Since there is no significant relationship between the price and the churn rate, it is not recommended to apply a discount to customers who are predicted to churn.
- To retrieve a more accurate predictive model, it is recommended to collect data from other sources, e.g., the market and competitors.