Executive summary best practice

Situation
- PowerCo as an energy and power provider company wants to diagnose the source of churning customers.
- They plan to give 20% discount for the customers who has risk to churn.

Data Finding
- PowerCo has a high 10% churn rate.

Model Summary
- Model can be used to predict churn.
- Price sensitivity isn't the main driver of customers' churn.
- Top drivers are are <u>electricity consumption</u> and the <u>forecasted bill of meter rental</u>.

Answer
- Discount 20% can be effective if it's targeted properly.
- PowerCo can offer discount to only customers with high churn probability.