

# Summary:

1. We have seen the Price is not correlated with client churn.
2. The 20% discount will bring benefit, if the discount will given to clients with 0.5 probability to churn, the will stay on company and we we'll get \$5,530 revenue approximately.
3. There are some channel sales that have more impact on the client churn, it must be reviewed

Maximum benefit at cutoff 0.5 with revenue delta of \$5,530.14

