Executive Summary

Situation

- Problem: PowerCo is facing customer churning.
- They think that it is because of price sensitivity.
- They propose that cutting the prices by 20% will help them retain their clients.

Modeling

- Afer performing EDA and Feature engineering, the model built is a Random Forest Classifier to predict the churning probability of PowerCo's clients.
- The model achieved an accuracy of 0.904 and precision of 0.80 on the test set.

Insights

- 9.7% of PowerCo's clients churned.
- Main driver of churn: Net margin on power subscription and consumption over a period of 12 months.
- Client's tenure is also an important factor. Client's that have been associated for longer duration with PowerCo are loyal and more likely to stay.