

Executive summary

Price sensitivity and Customer churn

We did a detailed exploratory data analysis of the data provided by the client. We looked into the importance of each feature, followed by model understanding and prediction.

From the data, we can say that around 10% of the costumers are getting churned.

Top drivers for churn in the model

- forecasted bill of meter rental for the next 2 months
- forecasted electricity consumption for next 12 months
- total net margin
- duration from last subscription modification
- total tenure of the subscription
- costumers subscribing for one or both services

Price sensitivity

- price sensitivity features are not the main driver for a customer churning
- off peak prices seem to have some effect though very weak

Possibilities and Solutions

- There might be some other factors such as increased market competition and quality issues.
- We can look deeper into the marketing methods and do analysis through grievances and feedbacks.