**Problem Context**

- Your client is **PowerCo** - a major gas and electricity utility that supplies to small and medium sized enterprises.

- The energy market has had a lot of change in recent years and there are more options than ever for customers to choose from.

- PowerCo are concerned about their customers leaving for better offers from other energy providers. When a customer leaves to use another service provider, this is called **churn**.

- This is becoming a big issue for PowerCo and they have engaged BCG to help diagnose the reason why their customers are churning.

**Clients Hypothesis**

- It is possible to predict likely to churn using a predictive model
- Hypothesis that churn driven by customer price sensitivity
- Client wants to try discounting strategy