**Hypothesis** - that the churn is driven by the customer price sensitivity.

Some possibilities:

1.Churn-probable customers by 70% or above chances could be given a discount.

2. All the discounted consumers would need to agree and accept it.

Giving them 20% discount doesn’t seem to be a completely good solution as they can incur losses.

There are other variables that comes into account like:

1. The electricity consumption during the 1st period.
2. The price of the power for the coming months.
3. Predicted meter reading bill for the next period.

**Best Options to follow:**

1. Analyse the trend by Marketing statistics.

2. Offer discounts for the churn-probable customers.

3. Build trust and loyalty with the customers.

4. Leave out the non-profitable and churnable customers.