

Executive summary template

Situation:

- About 10% of PowerCo's customers churned over the last 1 year. It was hypothesized that price sensitivity is a major driver of customer churn.

Complication:

- It was observed that price is only a minor contributor to customer churn, based on current features.

Hypothesis:

- As of now, there seems to be only a weak relationship between price sensitivity and churn rate.

Solution:

- Feature engineering to further determine the relation between price sensitivity and customer churn.