

# 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:

- Power consumption is a major feature which can determine whether a customer will churn or not.

## Solution:

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