Executive summary

1 **Situation**

- PowerCo is a large electricity and gas supplier with SME and residential customers.

2 **Complication**

- New laws and competitors changed the dynamics of the electricity & gas market, causing PowerCo to observe **rising churn** in its customer base.

3 **Question**

- What are the driving factors of churn and how to tackle it?

4 **Answer**

- Excellent predictive model allowing PowerCo to accurately pinpoint customers with **98%** accuracy
- **Consumption** and **margins** are the primary drivers, although price and channel sales also play a role