

Executive summary of key findings

Data insights:

- Churn rate is high, approximately 9.71% of the customers churn out of 14,606 customers

Model insights:

Our predictive model is able to predict customers who churn but price sensitivity is not the main driver. Following are the largest drivers:

- Yearly Consumption
- Total net margin
- Forecasted consumption

Recommendations:

- Offer discounts to most valuable customers with the high probability of the churn.
- Prioritize the customers from specific region where most of the people take Power Co's service.