

Dear Associate Director

PowerCo

Thank you for providing us with problem and hypothesis from PowerCo. For detail analysis from data science perspective is below.

Problem

PowerCO is major gas and electricity utility which supplies to corporate, SME and residential customers. Power-liberization of energy market in europe has led to significant customer churn. PowerCO have partnered with BCG to diagnose the source the source of churning SME customers. PowerCO ready to give 20% promotion to acquisition customer churn.

Goals

- Increase revenue by decreasing churn customer
- Decrease Customer Acquisition Cost

Business Metrics

- Revenue
- Customer Acquisition Cost

Objective

- Business recommendation to prevented customer churn
- Predictive model to predict customer churn

As Data Scientist we need demografi, geography and historical payment of customer to analysis source of churning customers. We need list of churn and loyal customer to develop predictive model of churn customer.

Kind regards,

Muhammad Hanif Fajari

Data Scientist Intern BCG

