Executive summary
Churn Classification Model Solution for PowerCo

Churn Analysis
- About 10% of the test set consists of churners

Predictive model is able to predict churn but main drivers of churn are not customer price sensitivity
- Yearly consumption and net margin are the top churn drivers.
- Forecasted consumption is also an influential factor.

Targeted Discount and Incentive Program
- Offer a personalized 20% discount for high-value customers identified as having a high churn probability.
- Implement a loyalty rewards program, where long-term customers receive additional benefits like lower rates or cashback incentives.