

Executive summary template

Power Subscription and Gas influence on churn

- By applying statistical tests, the results are significant at $p\text{-value} = 0.05$

Machine Learning Model Results

- Overall results are around 60% which is not satisfactory due to 10% churn rate of existing customers. Need to factor in any additional outside factors into the model.

Model Findings

- Electricity consumption and total net margin are two main factors affecting churn