

# Executive summary

## Insight 1

- I found out that customer churn is not really affected by price sensitivity, because based on my analysis there are a few variables that affect the customer churn and turns out price is not among these variables

## Insight 2

- According to my predictive model, time (such as date of end of contract, date of activation, etc), net margin, gross/net margin on power subscription, electricity consumption, and forecasted bill of meter rental for the next 2 months are the most important variables that could affect customer churn, price sensitivity seem to influence customer churn as well but it is not a strong contributing factor

## Insight 3

- However, as I built the model, the error rate comes closer to 10% which means that the model will incorrectly classify 10% of the time so I think we would need to transform the data more, build more predictive features, need more experiments, and conduct variable selection to select the best variables before building our model. For now, I believe the model has done a pretty good job but it could be improved.