Executive summary best practice

Situation

- PowerCo's Customers were churning, and team was asked to find the reason of churning and use Random Forest as ML model to predict how the features can predict customer churning.

Complication

- The customers of the PowerCo were churning and to identify it, the EDA part was very complicated. And the given data was highly imbalanced.

Question

- The first question were asked was, are the customers price sensitive. And we found that they are not price sensitive. Later, we were asked to build a predictive model and to check the 20% discount is effective or not.

Answer

- Electricity consumption and total net margin are two factors affecting the churn. We could change the discount from 20% and a new model should be built by change the discount and comparing it with the churn. This will help us to get the exact discount that prevents churn