

# Executive summary



- Around 9.72% of the customers change their providers
- Changes in prices does not affect customer churn.



- Forecasted bill of meter rental for next 2 months also is an influential driver
- Random Forest Classifier model has been built to predict customers' churn probability, achieving an accuracy of 0.90 and Precision score of 0.91 on test set.



- The expected profit based on the probability of customer churn and evaluate the impact of the discount.
- Offer discount to only to high value customers with high churn probability