

Executive summary template

Situation

- Powerco is experiencing customer churn, they assume that the churn is driven by the customer price sensitivities, one possible strategy is to offer customers who have high probability to churn a 20% discount

Machine Learning Modeling

- After performing EDA , data cleaning, and feature engineering, I compared several classification model such as Logistic Regression, Random Forest , SVC. XGBoost model predicts customers' churn probability, achieving an accuracy of 0.92

Insight

- Around 10% churn rate exists in current customers
- Major features driving customer churn, including:
 - A high net margin on power subscription
 - A high gross margin on power subscription
 - Original campaigns that customer first subscribed to, especially with 'lxid'
 - A low subscribed power