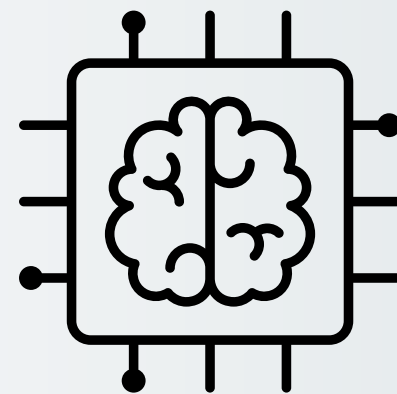


# EXECUTIVE SUMMARY

## MODEL SOLUTION



Churn rate is high as 9.71% of customers have churned



Our model is accurately able to predict churn.

The major factors driving churn are:  
margin\_net\_pow\_ele: Net Margin on Power Subscription,  
cons\_12m: Electricity Consumption of the Past 12 Months



A targeted 20% discount can effectively retain customers with a high probability of churning. By offering a substantial reduction in price, businesses can incentivize these customers to stay, showcasing appreciation for their loyalty and providing added value to maintain the relationship.