



Executive Summary Template

Recommended Solution

- Deploy a Random Forest-based churn prediction model to flag high-risk SME customers and prioritize them for retention actions.

Situation

- PowerCo faces increasing customer churn in the SME segment (~10% churn rate).
- Early signs suggest churn is influenced by price sensitivity and contract characteristics.

Complication

- While the model achieves high overall accuracy (90%), it struggles to identify churners (only 5% recall), limiting its immediate precision in capturing at-risk customers.

Question

- How can we increase the model's recall without compromising business trust—enabling targeted, cost-effective retention strategies?