Executive summary

A significant in Small & Medium Enterprise customer churn occurs
- About 9.7% of 14606 customers churn from January to March, 2016

A predictive model can predict churn with 90% accuracy
- The prediction need a set of client data features
- It may improperly identify a churned customers as not churned

No evidence supporting that the customer churn is mainly driven by price sensitivity
- The top 3 factors showing largest impacts are:
  - gross margin on power subscription
  - electricity consumption of the past 12 months
  - forecasted bill of meter rental for the next 2 months
- Further investigation or more data would help to make decision about the 20% discount