

# Executive summary template

## Churn Activity

- 9.7% of customers(14606) opted out from their provided services within the space of one year thereby indicating a large churn drive in the SME division

## Model Prediction Insight

- The main drivers of includes Yearly electricity consumption, Forecasted electricity consumption and Gross margin on power subscription.

## Discount strategy

- Although, price is not the main driver of churn but there are trends showing as price increase and customer churn increase, so a 20% discount will be a strategic move.