

# Executive summary template



- Churn is indeed high in SME Division, 9.7% across 14606 customers.



Predictive model is able to predict the churn but the main driver is not price sensitivity.

- Yearly consumption, forecasted consumption & Net margin are the main drivers.



Discount strategy of 20% is effective but only if targeted properly.

- Offer discount to only high value customers with high churn probability.