

Executive summary template

Insight 1

- About 10% of Customers have churned, and they are mostly recent Customers. Therefore, there must be an immediate response to the churn rate.

Insight 2

- Churning became serious with Customers who joined between 2009 and 2013. These are the years when a lot of Customers also joined. So, Customer churn increases with increase in Customers.

Insight 3

- Most of the churned Customers actually have low Current paid consumption and Net Margin. Also, they have low Electricity Consumption and Gas Consumption for the last 12 months.