# Executive summary model solution



Churn is indeed high in the SME division
- 9.9% between January 2016 and March 2016



Predictive model able to predict churn but main driver is not customer price sensitivity
- Yearly consumption, net margin, and forecasted consumption are the 3 largest drivers



Discount strategy of 20% is effective but only if targeted appropriately
- Offer discount only to high-value customers with high churn probability