

Executive Summary

Situation

PowerCo seeks to optimize SME customer targeting to boost sales & profitability.

Key Question

How can PowerCo improve SME targeting to maximize revenue?

Bottom-line

Data-driven SME targeting = higher revenue + optimized marketing spend.

Complication

Current acquisition strategies lack precision, leading to missed revenue.

Findings and Recommendations

- ✓ 20% of customers generate 80% of revenue – focus on similar profiles.
- ✓ 85% model accuracy in identifying high-value SMEs.
- ✓ Targeted approach can increase conversion by 15-20%.
- ✓ Implement model, refine strategy, and track impact.