

# Executive summary

Price is not predictive of churn

- Using the available price data, it is not possible to conclude that price is predictive of churn.
- Further price data from competitors or market wide data would be useful in this regard.
- Churn can largely be predicted using client demographic data alongside price data

20% discount might not be sufficient to stop churn

- From the model we developed, a 20% discount might not be sufficient to turn the tides on churn.
- Other approaches such as better customers services/satisfaction, interviewing customers who churned about their reasons and addressing it should be considered.