

Executive summary best practice

A good executive summary provides all the key information in one slide

Consultants typically communicate in a “top down” or pyramid fashion, starting with the conclusion and then providing the supporting information

The goal is to communicate as much information in as few words as possible

Situation

- While working on a churn analysis project at PowerCo with BCG, I was tasked with identifying the key factors driving customer attrition and developing predictive models to forecast churn risk, enabling the company to proactively retain high-value customers.

Complication

- The major problem while predicting the churn rate of consumers was the imbalanced data, which could lead to failure in class separation.

Question

- The hypothesis states that customer churn is primarily influenced by combination of factors like pricing, service reliability etc.

Answer

- On thorough analysis and modelling we could achieve a 99.28% accuracy for predicting whether customer churns or not, and as a result the hypothesis is accepted, which means the above mentioned factors have high influence on the result