



Executive Summary Template

Executive Summary: Proactively identifying churn risk to protect revenue

Background

PowerCo is facing a significant challenge with customer churn. The project objective is to develop a data-driven solution to proactively identify at-risk customers.

Key Findings

- A predictive model has been developed which can successfully identify

35% of all customers who are likely to churn.

- The key drivers of churn have been identified as customer **tenure, profitability, and price volatility.**

Business Impact

The model enables the business to move from a reactive to a proactive retention strategy by launching targeted campaigns. This improves the efficiency of retention spending and has a positive impact on the bottom line.