

## Executive summary model solution



Churn is indeed high in the SME division

- 9.7% across 14606 customers



Predictive model is able to predict churn but the main driver is not customer price sensitivity

- Yearly consumption, forecasted consumption and net margin are the 3 largest drivers



Discount strategy of 20% is effective but only if targeted appropriately

- Offer discount to only to high-value customers with high churn probability