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
- Prediction models for whether or not a client will churn made
- Important features: Gross and net margins on power subscriptions, past electricity consumption, the timespan the client has been with the service, forecasted bill of meter rental

Complication
- Cannot determine how likelihood of client churning will change with given important features
- Customers that first subscribed to the electricity campaigns "kamkkxfxxuwbdslkwifmmcsiusiuosws" and "lxidpiddsbxsbosboudacockeimpuepw" are of particular note in terms of client churning

Question
- Client likelihood of churning is increased by higher margins on power subscriptions, shorter timespans and higher forecasted bills
- Electricity consumption influencing churn likely due to people considering the current pricing options as unfair relative to their usage

Answer
- Investigate prices that competition uses as frame of reference for bills, margins on power subscriptions, and pricing options based on electricity consumption; adjust accordingly to ensure potential profits
- Give benefits for clients that have recently joined so that they are inclined to staying longer