

# Executive summary template

**Churn is indeed high in the SME division.**

- 9.7% across 14606 customers

**A predictive model can predict churn, but the main driver is not customer price sensitivity**

- Yearly consumption, forecasted consumption, and net margin are the three most significant drivers

**Intervention at any point can't save the day.**

- Late intervention is more costly and less effective.
- Excel at a few interactions from the start to build equity with the customer and minimise business impact

**How to select a Discount?**

- Change the level of discount offered based on Customer Value.
- Set the discount level based such that it balances customer retention v/s Cost