



Executive Summary Template

Discounts may not be the best strategy to reduce churn

- The more tenure increases the less price sensitive a customer is. Therefore more customer outreach is needed to determine the best retention strategies.

Churn is high in the SME division

- Nearly 10% across ~15k customers.

Factors influencing likelihood to churn can be measured and predicted

- Our model can accurately identify 37.7% of customers at risk of churning before they leave, enabling us to take targeted actions to retain them.

Price sensitivity is not the primary driver

- Net and gross margin on electricity and consumption are the largest drivers of churn over the past 12 months.