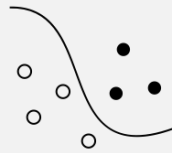# Executive summary

Churn rate is high in SME division
- 9.7% customers has churned between January 2016 and March 2016

Predictive model is able to predict churn, but customer price sensitivity is not the main driver
- Yearly consumption, net margin, and forecasted yearly consumption are the top 3 drivers

Discount Strategy of 20% works but needs to be targeted appropriately
- Offer discount to high-value customers with high churn probability