

Executive summary template

More features needed

- The recall(4%) of the model points to the need for more features since we have discovered that current set of features aren't discriminative enough to clearly distinguish between churners and non-churners.

Price sensitivity is not a driver of churn

- It's even a weak contributor to churn

Net margin and consumption over 12 months are the top driver for churn

- Based on the results of the model, these two features are the top most drivers of churn.