

# 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

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

- 9.7% across 14606 customers

**Predictive model is able to predict churn but the main driver is not customer price sensitivity**

- Yearly consumption, forecasted consumption and net margin are the 3 largest drivers

**Discount strategy of 20% is effective but only if targeted appropriately**

- Offer discount to only to high -value customers with high churn probability