

# Executive summary template

## Situation

- 20% Customer don't use our services for 3 months in 2015
- BCG predicted potentially PowerCo lost \$ 86827 in margin for next year

## Complication

- PowerCo want to give 20% to customer to prevent churn customer
- If PowerCo give all customer 20% discount can hit margin \$ 165168

## Question

- Customer churn driven by customers price sensitivity
- Effect prices on customer churn probability
- Business impact of the predictive customer churn model

## Answer

- Customer churn don't have strength correlation with price sensitivity
- Based on our model, different price between January and December is important things to determine probability churn customer
- With our model, PowerCo can applied discount to selected customer. If all customer accepted the discount, margin in next year have possibility to increase \$ 3164