

# 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