



Executive summary

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