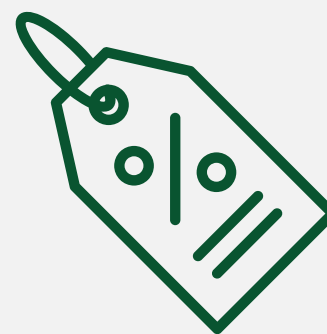# Executive summary

Churn is 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 bill and net margin are the 3 largest drivers

Discount strategy is effective but need appropriate target
- Offer discount to only to high-value customers with high churn probability