



Executive Summary Template

[Insert Recommended Solution]

- Implement the Random Forest churn prediction model. Shift from mass marketing to a **targeted strategy**: offer a 20% discount only to high-risk customers identified by the model.

[Insert Situation]

- Increasing SME customer churn poses a threat to profitability. The current hypothesis suggests price sensitivity is the primary driver.

[Insert Complication]

- Data analysis reveals that **price is NOT the main driver** of churn. Instead, usage patterns and net margin are stronger predictors. A blanket discount strategy would be inefficient.

[Insert Question]

- Expected to retain **\$10,200 in revenue** annually (net of costs), significantly outperforming a blanket discount strategy.