

Hi AD,

In order to perform hypothesis testing on customer churn or not on the bases of price and services, we would also need a model churn probabilities of customers, and we would derive the affordable price on churn rates.

Dataset needed:

1. Historical price data
2. Customer Joined and left data in date form
3. Historical electricity consumption data
4. Historical gas consumption data
5. Customer churned or not data

Once we got all the data then we would perform eda and univariat, bivariate and multivariate analysis and after that we perform feature engineering based on the data insight and then we split data into train and test to effectively evaluate the model's performance. And standardise the data and perform all Binary classification models for model prediction and find which model accuracy is better. Based on that we picked the model and we will be able to understand the direction and magnitude of the import of prices on customer churn rates, as well as the relative importance of affordable price in compared to other factors.

Regards,
Abdul Jaweed