Dear AD,

Hope this email finds you well.

After reviewing the business case and the document that you provided, we come to the following points:

* In order to validate the hypothesis, we will need to analyze both the prices history and your customer profiles.
* If we validated that hypothesis, we would perform A/B testing to validate the 20% discount solution recommended.

That’s said, we will request the following data:

* Pricing history for different sectors.
* Clients data ( including company size and location ).

Thanks,

Ahmed