Understanding Customer churn pattern due to Market liberalization.

**As per the description of client, we are able to see customer churn in SME segment happened with Energy liberalization.**

1. According to my research and thoughts one significant reason for most churn rates is customer pricing sensitivities. Now, due to liberalization we can expect to have multiple energy competitors across the market providing more flexible pricing packages, that was not a choice for customers to select the most suitable package before, there were fixed price rates. However, now we are able to see dynamic pricing packages across various Energy market competitors providing the best plan to their customers. In order to test this hypothesis, we need to get the data to understand the customer relationship with their provider/company. It may be in the form of reviews. We can get the data about customer consumption of energy and their respective bills along with their geographic location. We are interested to understand the customer distance/location along with their daily/monthly energy consumption to understand the churn pattern among customers and providing them the best plan based on their needs. The overall discount in price of 20% specifically for churn customers is a good option, if maybe they have a huge energy usage. It is a predictive problem based on above given attributes. In case of text data (representing customer satisfaction with their company) we can try to go with NLP and predict in advance weather customer is going to churn or not.
2. The other reason for customer churn, that is also more likely to be happened is because of liberalization we are able to some other points that may have caused customer attrition including advanced and competitive security measures of Energy provided to customers by some competitors along with proper Maintenace.