Hi Associate Director (AD),

After reading the context and problem that has been shared with me, I conclude that we have to do two hypothesis:-

1. Customer churn is driven by price sensitivity.
2. Whether 20% discount is effective or not to overcome with churn and they stay become the client of the PowerCo Company.

As I analyze the problem and conclude that, this is a classification problem. We have to make a model to the churn price sensitivity and effect of 20% discount. To make a machine-learning model we have to use some of the algorithms, which is highly used in classification problem like - Logistic Regression, Decision Tree and Random Forest etc.

However, before making any of the model or applying any of the machine-learning algorithm we need to do some Exploratory Data Analysis (EDA). EDA is an important and first step to make any model. We need to observe the data in visual form because there are lot/huge amount of data is present in dataset and it is difficult to understand all of them.

To perform the EDA we need some datasets like -

1. Churn Data
2. Past Price Data
3. Customer Data

With the help of these datasets, we will perform the EDA and after that, we will make our model.

Regards,

Anubhav Yadav