Hello AD,

I intend to solve the problem by the following steps:

1. Test the hypothesis: -

We can test the hypothesis by collecting and analysing the historical data of all the customers tenure. We can also check if customer churn happened due to increase in price. And extract data of the customers who shifted to other companies. And if the customer churn is due to an increase in price, we can conclude that the changes in prices affected the customer churn. On the other hand, if customers transfer to another providers when there is no change in price, we can say that prices do not affect customer churn.

2. Creating a model to predict customer churn: -

This problem can be called binary classification where all the customer are labelled either 1 or 0. Here 1 means that the customer has switched to another company and 0 means that the customer has stayed. So now I will do the following task to make my own predictive customer churn model:

A. Collect all data of all customers, like

1.	Name	6.	Price
2.	Location	7.	Company Size
3.	Starting time of contract	8.	Ending time of contract
4.	Energy Usage	9.	Type of Industry
5.	Historical Price data	10.	Churn Data

B. Understanding and cleaning the data
C. Performing EDA finding data patterns by data visualization
D. Create a machine learning model and evaluate its performance
E. And at last, identify whether a discount on price of 20% can prevent customer churn. Apply 20% discount on the prices, then predict the customer churn again. If the predicted labels change from 1 to 0, this shows that the discount can stop customer churn. On the other hand, if the predicted labels are still 1, this shows that the discount cannot stop customer churn.

Regards,

Asad Shaikh