

## **MAIL TO ASSOCIATE DIRECTOR**

Dear Associate Director

Greetings of the day

Estelle and I have discussed PowerCo's issue and are outlining the key steps to investigate customer churn.

**1. Business Understanding and Problem Framing:** The core problem we aim to address is identifying the key drivers behind customers switching or staying with PowerCo. Some possible factors that may influence churn include: Price sensitivity, Availability of clean energy options, Customer service quality, regional location and coverage and Service reliability. Our objective is to understand which of these factors are most significant in customer decisions and to develop predictive models that help reduce churn.

**2. Data Requirements from PowerCo:** To investigate these factors, we will need the data such as, Customer Information, Pricing Data, Energy Type Data, Customer Feedback, Historical Churn Data, Service Data and Competitor Data.

**3. Investigative Techniques:** We will employ the following approaches to test our hypothesis:

1. Exploratory Data Analysis (EDA)
2. Segmentation Analysis
3. Predictive Modeling
4. Correlation Analysis
5. Customer Lifetime Value (CLV) Analysis

We are confident that with this approach, we will gain a comprehensive understanding of PowerCo's churn drivers and actionable insights for improving customer retention.

Please let us know if you need further details.

Best regards,  
Bikash Chandra Sahoo