

Subject: Data-Driven Approach for PowerCo Churn Project

Dear AD,

Our approach to the PowerCo project focuses on SME customer churn. We'll employ hypothesis testing, EDA, feature engineering, and a robust analytical toolbox.

**Data Features:** We'll analyse industry, business size, energy usage, contracts, payments, efficiency measures, and more.

**Hypothesis Testing:** We'll test the impact of a 20% discount, price elasticity, seasonal effects, customer segments, and interaction effects.

**EDA:** We'll visualize data, find key features, analyse churn trends, segment customers, engineer features, handle outliers, and manage missing data.

**Feature Engineering:** We'll create new attributes like interaction features and aggregated historical data.

**Analytical Toolbox:** Using chi-square tests, regression, ML models, survival analysis, and correlation, we aim to identify key churn factors and develop targeted retention strategies for PowerCo's growth.

Our data-driven approach ensures a deep understanding of churn dynamics and supports tailored strategies.

Best regards,  
Bhavya