Dear AD

In order to test the hypothesis of whether price affect churn rates. We would need the following data to be able to build the necessary model.

Data needed:

1. Customer data -which should include customer's ID/name, electricity consumption, date joined as customer.
2. Churned data-which should show if the customer has churned.
3. Price.

Next, we would need to carry out some feature engineering and build a binary classification model on the data obtained. accuracy will be the main metric for choosing the right model. Based on the model picked we will determine the impact of price on churn rate.

Regards

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