**Email**

Dear Associate Director,

I hope this email finds you well.

**Customer Churn Problem:**

* I am writing to you today to discuss the customer churn problem in the SME segment at PowerCo. As you know, the power-liberalization of the energy market in Europe has led to significant customer churn, especially in this segment.
* A fair hypothesis is that price changes affect customer churn.

**Client’s Hypothesis**

* I have been doing some research on this issue, and I believe that machine learning could be used to predict which customers are most likely to churn.
* it is helpful to know which customers are more (or less) likely to churn at their current price.
* For Churned Customers we can provide an incentive to make them to stay and utilize our services.
* For the customers where the price is main concern, we can provide them with 20% Discount to avoid client churn.

**Required Data**

* Churned customers Details.
* Previous year electricity bill, join date of customer.

**Solution**

* Data Cleaning and Data analysis.
* One particular model that I am interested in is **XGBoost**. (XGBoost is a powerful machine learning algorithm that has been shown to be effective in predicting customer churn).
* I will Try to evaluate this model’s Performance with **Accuracy, Precision and Recall**.
* With this model we can try to figure our price sensitivity and No of customers using our services.
* According the Output we can Provide Discount to Customers.

I believe that this project would be a valuable investment for PowerCo. By reducing customer churn, we could save money on marketing and sales costs, and we could also improve customer satisfaction.

I would be happy to discuss this project with you in more detail. Please let me know if you have any questions.

Thank you for your time.

Your Sincerely

Shripad A