Dear AD,

I have gone through the problem statement provided, and below are my understandings:

There are two hypotheses that we need to test:

1. The churn is driven by customer price sensitivity.

2. The effect of giving 20% discounts to customers that have a high propensity to churn.

To test the above two hypotheses, we will need to build a machine learning classification

model that will help us identify the relationship between customer prices and churn rates and

the effect of giving a 20% discount to the user by predicting whether a customer will

churn or not based on the input features/data.

We will need the following data, if possible, to identify the behaviour of customers and to

build the machine learning model:

1. Data related to the prices of gas and electricity.

2. Customer data like name, age, marital status, solo or group account, address,

electric or gas consumption rate, joining date, existing benefit (if any) etc.

3. Whether the customer churned or not.

After getting this data, we need to prepare the data(cleaning and transformation) and

then we can do some exploratory data analysis to check the fields that are

dependent on customer churning or hidden pattern in the data that will help us build

the final classification model.

Thanks and Regards,

Digvijay Singh