**Business Understanding & Problem Framing of BCG**

Data Analytics is Understanding the requirements and problems of the clients and translating the business problem into data science one.

PowerCo, a natural gas and electricity company, provides the service for supplying energy to Small and Medium Enterprises and residential customers. The market of PowerCo in Europe is recently losing customers.

PowerCo assumes that it is because of the sensitivity of the price of the customers and providing 20% discount to the customers would solve the problem of losing the customers.

Therefore, PowerCo requested the Data Analytics services from PowerCo to use a predictive model to go deeper and verify the hypotheses, including churn caused by price sensitivity.

Solving this problem:

1. Understanding Business Data and Data Cleaning
2. Feature Engineering which is uncovering signals within data
3. Modeling and Evaluation
4. Provide Recommendation with Insights and Conclusions