

## Problem

1. Need to determine price sensitivity for PowerCo and need to know which customers are more likely or not to churn based on current price.
2. If there is a 20% offered, would that retain some customers especially the ones that are likely to churn.

## Data

An ideal data frame would have at least fields like company established date, what industry the company is in, average revenue, last year revenue, customer id, if the customer is a SME or residential customer. Those fields I would believe are most important and would be great for the EDA.

## Solution

I would use a binary classification model. I can test between some of the following models: logistic regression, k-nearest neighbors, decision trees, and support vector machine. It would depend on the data I would be working with.