Hi,

In Respect to the hypothesis that the customer has provided, I am planning a model based on churn probabilities of the customers of Power corporation. I am planning to use the model to derive the effect of prices on churn rates.

To build the following model, I have following datasets in mind

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| --- | --- |
| Data | Characteristics of each data |
| Customer data | Characteristics of each data, Industry, Historical data, Electricity Consumption, Date of joining, Customer id, usage |
| Churn data | Customer id and Date of churn (This file contain all the customers who have been churned) |
| Historical Price Data | Clients id, Price offered to each client, Charges of the electricity and gas. |

With these data my goal will be to find the decision based on a binary classification model. I will be picking the most accurate model to solve the task using the following factors

* The complexity of the model
* The accuracy of the model
* The explain ability of the model

Furthermore, I would like to test the hypothesis on the basis of discounted price and create a prediction whether that would help our client reduce the churn rate.

Regards,

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