Dear PowerCo,

Regarding the customer churn case that you are currently facing, we would like to help you investigate the reasons behind & come up with a recommendation that can mitigate the situation & help you in understanding your customers & keeping them for longer periods.

In light of the project, we would like to get access to the customer data without any sensitive & personal attributes. We will also require the customer-product interaction data with product prices, comparison of products with key competitors in the market & any other data that can help in our investigation.

Our aim is to use the data to create a predictive model that can be useful in determining the potential customers of whom to receive the 20% discount. We will first start by understanding your customers & their behavior to your offered product through data processing & analysis. Then we will build a model to offer recommendations on which customers will receive the discount.

For any further requests, we will reach out to you.

Regards,

Mohammed