Dear Associate Director,

I hope you're well. I'm analysing the elements that impact customer turnover in our setting, with an emphasis on price sensitivity as a potential correlation. To go further, I propose modelling churn probability and understanding how prices impact churn rates. We need certain data sets to build and enhance our models successfully.

Here's a summary of the information we'd need:
1. Customer Data: - Details about each client, including industry, power use history, and date of joining.
2. Churn Data: - Information on whether a client has churned.
3. Historical Price Data: - Pricing information for electricity and gas services at certain time intervals.

Following data collection, feature engineering is carried out depending on the information gathered. We will create a binary classification model (e.g., Logistic Regression, Random Forest, or Gradient Boosted Machines) that balances complexity, explainability, and accuracy.
The chosen model will analyse the influence of pricing on churn rates. This will aid in determining the impact of pricing on customer attrition vs other reasons. This research will reveal the dynamics at play and assess the commercial impact of any suggested discounting technique.

I look forward to your thoughts on this approach and am eager to discuss the next steps in detail.

Best Regards,

Shria Patil