Hello Associate Director,

Hope you ae doing well.

I would go ahead solving this problem by testing the hypothesis to know if churn is driven by customers’ price sensitivity. We would have to model the churn probabilities of customers and going ahead, we would have to derive the effects of prices on the churn rates.

For building the Model we need the following requirements-

* Customer Data – Usually the characteristics of each client.
* Churn Data – Indicating if customer has churned.
* Historical Price Data – depicting the charges to each customer.

We would have to perform Feature engineering based on the obtained data and then build a classification model based on complexity, explainability and the accuracy of the models. The model will allow us to size the business impact.

Thank You

With Regards,

Rajarshi Maiti