Subject: Initial Analysis and Hypothesis on Client Situation.

Dear Sir/Ma'am,

Hope this email finds you well

I have reviewed the information regarding the client's situation and have formulated the hypothesis for further analysis. To test this hypothesis, I gave identified the major steps and data requirements necessary.

Hypothesis: "The client's declining sales in the past quarter may be attributed due to price sensitivity leading to customer churn."

Steps to Test Hypothesis:

1. Data Collection: Gather historical data, preferably over several years, on a monthly or quarterly basis. This data should be sales figures, marketing expenditure and survey reviews.
2. Data Preprocessing: Clean the data to check for missing vales, and ensure it is suitable format for analysis.
3. Hypothesis Testing: To perform statistical test to validate the presence of a seasonal effect on sales. Also, to understand customers at every lifecycle stage of the product.
4. Model Development: Build a predictive model to forecast future sales based on this customer churn analysis.

Data Requirements:

To proceed with this analysis, we need to access the following data:

Historical sales data, ideally for several years with monthly and quarterly granuality.

Marketing expenditure data, I including ad spend, promotions, and other marketing efforts.

Any other data relevant like survey reviews, competitive data, etc.

I estimate that this initial data analysis and data collection would take approximately one week to complete. Please let me know if you require any additional information or if you would like me to proceed with this plan.

Best Regards,

Cwen Fernandes