To The respected client,

Sub:- In order to Discuss the methodology

Here we are going to check whether price variables is in association with a customer’s churn. We will use F-test for it or anova. Our Hypothesis is:

H0(Null Hypo): the variable price and churn rate are not associated

H1(alternate hypo): the variables are associated

We will create a predictive models using the significant variables from the data to predict whether the customer will churn or not and to identify which customers to give a discount of 20%.