**Subject:** Data Request to Investigate Drivers of Customer Churn

Dear [Client’s Name],

I hope you’re well. Following our recent team meeting and initial review of the case materials, we want to ensure we have the right data to test your hypothesis that price sensitivity is the key driver of customer churn.

To robustly validate or disprove this, we’ll need a holistic view of your customer base and their behaviors. We also want to explore other possible reasons customers may switch providers (e.g., service quality, green energy preferences, contract terms, or perceived value).

**To do this, we kindly request the following data points:**

**1. Customer Profile Data:**

* Demographics (age, income segment if available, business vs. residential)
* Location (region, urban/rural)
* Tenure with your company
* Contract type and duration

**2. Pricing & Product Data:**

* Historical pricing plans for each customer, including any discounts or promotions
* Competitor pricing benchmarks (if available)
* Product/service bundles purchased (e.g., renewable energy, add-ons)

**3. Usage & Billing Data:**

* Monthly energy consumption trends
* Billing amounts over time
* Late payment occurrences or bill disputes

**4. Customer Interaction Data:**

* Customer service call logs or complaint history
* Net Promoter Scores (NPS) or satisfaction survey results
* Cancellation reasons recorded at the time of churn (if available)

**5. Market Context (if accessible):**

* Any market research or survey insights on customer preferences or brand perception
* Competitor switching offers/marketing campaigns that may impact churn

**Once we receive this data, Estelle and I will follow our standard 5-step process:**

1. **Data Cleaning & Preparation:** Remove duplicates, handle missing values, and standardize data formats.
2. **Exploratory Data Analysis (EDA):** Identify trends, correlations, and segment-level insights.
3. **Hypothesis Testing:** Use statistical methods to test if price differences significantly correlate with churn.
4. **Predictive Modeling:** Build a churn prediction model (e.g., logistic regression, random forest) to quantify the impact of price versus other factors.
5. **Insights & Recommendations:** Synthesize findings into clear insights and actionable next steps.

We’re confident this approach will help us get to the root cause of churn and equip you with data-driven recommendations to retain more customers.

Please let us know if you’d like us to clarify or prioritize any parts of this request.

Looking forward to working together on this.

Best regards,  
 Umar Muzaffar  
 Data Science Analyst  
 BCGx