

Greetings [The Lead Data Scientist],

As one of the hypotheses under consideration is to check whether the churn is due to the price sensitivity. We need to model churn probabilities of the customer using price rates.

Therefore, we would be needing the following data to be able to build a model,

- Churn numbers :

Data that indicates the churn status of the customer.

- Price numbers :

Data pertaining to the historical pricing of electricity at a regular fixed time interval.

- Customer Information :

This could include the customer details like, customer-id, amount of electricity consumed, geographic characteristics and previous bill payment.

Once the above-mentioned data is obtained, we would build an appropriate model using Julia. The model would be picked after analyzing the performance metrics of each deployed models. Additionally, the model would also allow us to check the impact of the discounting strategy proposed by our client.

Thank you!

Regards
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