PowerCo is facing customer churn and wants to understand the key reasons behind customers deciding to stay or switch energy providers. So, I would be testing the hypothesis of whether churn is driven by the customer's price sensitivity and I would need to model churn probabilities of customers and derive the effect of prices, Clean energy, customer service and Location of churn rates.

In this case, Relevant Data for Investigation I will take such as:  
\* Customer purchasing trends over the past 5 years  
\* Price changes over time  
\* Clean energy usage statistics  
\* Customer service ratings and feedback  
\* Geographic location of customers

In the Data Cleaning and Preprocessing, I would handle missing data, standardize and clean pricing data, categorize customer feedback and map geographic data to meaningful regions. Further, I would do features engineering based on the data that I obtain, and build a  
binary classification model (Logistic Regression, Random Forest, Decision Tree, Gradient Boosted Machines and others).    
  
I will select the optimal model by balancing complexity, explainability, and accuracy, followed by a detailed exploration of the reasons behind the influence of price changes on churn, ultimately enabling us to assess the business impact of the client's proposed discounting strategy. the visualisation will be done using Line charts for price trends, Heatmaps for geographic distribution, and Bar charts for clean energy impact on customers.

Finally, I would interpret results by identifying the key factors contributing to churn. This approach combines quantitative and qualitative data analysis to provide a comprehensive understanding of customer churn factors and actionable insights for PowerCo.