

Dear Sir/Madam,

On my initial Analysis for PowerCO, there are mainly two Hypothesis we need to test. Firstly, whether customer churn is driven by price sensitivity. The Second Hypothesis is offering customer high propensity to churn a 20% might be effective or not.

In order to test these two hypothesis, we need to model the Churn Probabilities and effect of prices on churn rate. Because this is a classification problem, we will be using one or more classification algorithm such as Logistics Regression, Dicission Tree or Random Forest to name a few.

But in the First step we need data to do EDA confirm if the churn is driven by customer price sensitivity. Then we will find the most appropriate model that fits the best.

Once we get the model, we would be able to understand the impact of price on churn rates and we can size the business impact of the second hypothesis.

Kindly Regards,

Shreyash Sable.