Dear AD,

In this email I am providing my factorial analysis regarding the PowerCo customer churn prediction.

Key factors are for a customer deciding to stay with or switch providers:  
1. Senior Citizens are more likely to stay as they are less adaptable to change. It is younger ones who always strive to excavate the better option.

1. Cost the company charges for providing power. If it is in an optimum level then customer’s are less likely to churn.
2. Subscription plans with benefits would cause the customer to churn less.
3. Providing good customer service may cause the customer to churn less.
4. Less power cuts would cause the customer to churn less.

Data sources and fields that could be used to explore the contribution of various factors to a customer’s possible action :

1. Companies power generation costs.
2. Customer’s monthly power consumption.
3. Number of years customer been with the company.
4. The age of the people who have taken the subscription.
5. Subscription period.

What would a data frame of your choice look like – what should each column and row represent?

1. Customer age.
2. Customer monthly power usage.
3. Company’s power generation cost.
4. Years of service availed.
5. Type of workplace.
6. Customer’s monthly payment.
7. Availing any subscriptions.

What kind of exploratory analyses on the relevant fields can give more insights about the customer's churn behavior?

1. Customer;s ranging in age from 20-40 are more likely yo churn.
2. In urban region churning is most likely to happen as a lot of alternatives are there to avail.
3. Reduced power cost, customers are less likely to churn.
4. Inferior customer experience, more churning is more likely to take place.
5. Monthly credit rewards, customers are less likely to churn.

With thanks and regards,

Sapthak Mohajon Turjya