

Subject: Proposal for testing the Hypothesis on Churn driven by price sensitivity.

Hi AD,

I hope this email finds you well. Following our team meeting Estelle and I have outlined our approach to understanding and addressing PowerCo's customer churn issue.

Data Needed:

1. Customer data: It should include the customer characteristics such as their previous bills, industry, date of joining, etc.
2. Churn data: It should indicate if the customer has churned or not.
3. Price data: It should indicate the price client charges from the customers for the both electricity and gas.

Once we have the data, the work plan would be:

1. We need to define what price sensitivity is and calculate it
2. We need to prepare the data and engineer features
3. We would choose a model from one of the tested algorithms based on the model complexity, the explainability, and the accuracy of the models.

Regards,

Taranpal Singh

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