

Hello sir,

As I have gone through client's problem & understood it and came up with given solution.

Our client wants two things:

- To know whether churn is driven by customer price sensitivity.
- To predict customers likely churn using predictive model.

So, for above two we will apply following techniques to derive solution to problems:

- To know whether customer churn is driven by customer price sensitivity we should use correlation to know if they are linearly related to each other.
- We can use Artificial neural network to predict customers who are going to churn by using some features & we can also evaluate accuracy of the model.

The data which is needed to apply above techniques should contain:

- Churn data: Whether given set of customers have churned or not.
- Customer data: Data such as customer id, age, gender, income.
- Historical data: Data such as date when he joined as a customer, prices that client charges on customer, tenure of customer, customer electricity consumption in past, customer satisfaction score.

Regards,

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