**Subject: Data Requirements and Analysis plan for PowerCo Churn Analysis**

Dear Mr.Associate Director,

We are contacting today since Estelle and I have outlined our approach to understanding PowerCo's churn.

PowerCo is experiencing customer churn, and we need to identify the key facotrs influencing customer decisions to stay or switch PowerCo, the goal is to analyse these factors to determine wich one is responsible for the churn.

In order to investigate this, we are going to need the following data from the Client:

* **Customer Demographics**(Age,income,location…)
* **Pricing Data**(PowerCo vs other energy company)
* **Energy usage Patterns**
* **Customer service Interactions**
* **Contract Details**

If we got this data we will analyse it using the following approaches:

* **Exploratory Data Analysis (EDA):** Identify patterns and anomalies in customer behavior.
* **Desriptive Statistics and Visualisations:**Histograms, HeatMaps, trend…
* **Predictive Modelling:**Applying Machine Learning techniques in order to idenitfy churn risk and analyse them.
* **Customer Segmentation:** Cluster analysis to categorize customer types and behaviors.

Please let us know if nu need any modifications to the following or any additional details

Best of wiches,

Bellmir Yahya