

Dear AD,

From the previous discussion on customer churn experienced in the company, below is the data team hypothesis.

As stated, the major problem with the client is customer churn which is most significant in SME segment. Hypothesis is that price is a driving factor, reduction in price of service will help in retaining customers intending to churn.

The focus of this study is to support or otherwise discard the above hypothesis with data. If price is the major determinant, then a decrease in service price from the Power company will ascertain retention of the clients.

For this study, client's data with features ranging from- Name, Year of Enrolment, Company Rating, Total Purchases Made, Complaint, Location, Address, Price etc. This information can be mined from their previous transaction details and registration records.

Since this is a true or false prediction problem, models like logistic regression, neural networks, SVMs will be used in testing the hypothesis, after data exploration and pre-processing.

Thank you.