

Hi [LDS],

To test the hypothesis if a churn is driven by the customers' price sensitivity. We need to churn probabilities of customer and the effect in prices on churn rates. We need several data from the client side, to build a predictive model to predict customers likely to churn.

Necessary Data :-

1. Customer Data
2. Historical Price Data
3. Churn Data

I would suggest to build a binary classification model (e.g Logistic Regression, Random Forest, Gradient Boosted Machine Extreme Gradient Boost). To test the goodness of each model, we focus on prediction accuracy, and also pay attention to efficiency. Among multiple approaches, we prefer ones that provide large numbers of correct prediction with less complexity at the same time.

Regards,

Thiruvengadam Pillai