

Dear Sir/Madam,

Thank you for the briefing earlier. Estelle and I have outlined a plan to investigate PowerCo's customer churn issue. Here's a quick summary:

Problem Framing

PowerCo wants to understand why customers are leaving and whether price sensitivity is a major factor. Our goal is to identify key drivers of churn and recommend actionable strategies to improve customer retention.

Key Factors to Consider

We suspect factors like price sensitivity, service quality, energy source preference, contract terms, and customer demographics may influence churn.

Data Needed

To analyze these factors, we'll need:

1. **Customer Data:** Location, business type, demographics.
2. **Usage Data:** Energy consumption trends.
3. **Price Data:** Historical rates and pricing plans.
4. **Churn Data:** Information on when and why customers left.
5. **Feedback:** Surveys, complaints, or support tickets.

Our Approach

We'll start with exploratory analysis to uncover patterns and correlations. From there, we'll engineer features, perform statistical testing, and build predictive models to measure the impact of key factors on churn. Finally, we'll share insights and actionable recommendations with PowerCo.

Please let us know if there are additional considerations. We're excited to get started!

Best regards,

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