

Dear <AD>,

In order to assess the customer churn based on price sensitivity for PowerCo , we'd like to explore the following data

1. Customer Information: such as
 - a. Type of customer: Residential or small or medium enterprise
 - b. Tenure: how long the entity has been a customer
 - c. Location information: which subdivision is the customer located in
2. Gas Usage Information:
 - a. Change in customer's monthly bill
 - b. Amount of gas usage in the past month
 - c. Whether the customer has faced problems with the connection in the past month and how fast was the problem resolved
3. Whether the customer left the company and the month of leaving

We'd like this data over several months so we can better assess the effect of cumulative price changes as well as the effect of season on churning.

Depending on the patterns found, we will fit a suitable binary classification model to best identify the customers who are most likely to leave and would be best suited to receive the discount.

Using an interpretable model and data analysis, we can also determine which factors most affect customer churn in order to prevent the same.

Finally we can also use the model to predict the effect of providing the discount

Regards