**Here is your task**

Your first task today is to understand what is going on at the client and think about how you would approach a problem like this to test this specific hypothesis.

Formulate the hypothesis as a data science problem and lay out the major steps needed to test this hypothesis. Communicate your thoughts and findings in an email to your LDS, focusing on the potential data that you would need from the client and analytical models you would use to test such a hypothesis.

We would suggest spending no more than one hour on this task.

**Answer:**

Dear Concern,

Hope you are doing well. I am writing the mail to inform you about my findings on PowerCo.

It is a major gas and electric company supplies to corporate and small-medium enterprises. They are losing customer due to power liberalization of the energy market in Europe, mainly in SME sector. The solution of the problem is to build up a prediction model based on data to predict which customers are most likely to churn and then offer a discount of 20% to the customers to make them stay.

To analyze the data and make a proper model, I think we need data on Customer Behavior, Price changing data by time, churn Data and data of power liberalization of the energy market in Europe.

I will suggest a classification model, using deep learning to solve the problem.

Thanks,

Azmine Toushik Wasi