

Dear Sir/Madam ,

I hope this email finds you well. I wanted to share my thoughts on how we can effectively test the hypothesis that customer churn in the SME segment is driven by price sensitivity. I believe that a well-designed data science approach can provide us with valuable insights to address this challenge.

To proceed with this analysis, we would require access to historical data on SME customer characteristics, usage patterns, pricing details, contract information, and churn status.

I believe that by conducting a comprehensive analysis following these steps, we can gain a deeper understanding of the relationship between price sensitivity and churn, and provide actionable insights to address the challenge.

Please feel free to provide any feedback or further guidance on this approach. I'm looking forward to your thoughts and the opportunity to contribute to this project.

Thank You

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