Dear Associate Director,

I understood about the client's condition. In this case, to test hypothesis testing whether customers churn driven by price sensitivity or not, we need to perform predictive model of churn probabilities. After knowing the result using some proper evaluation metrics, we can conclude our hypothesis. After all we need data that consist of customer data (demographic, profile, and transaction), churn customer data (that will be our target variable), and also price data (historical price data)

These bellow are our plans to perform churn probabiltiy analysis:
1. business understanding
2. data extraction
3. data wrangling/cleaning
4. feature engineering
5. exploratory data analysis
6. business insights
7. hyphotesis testing
8. modeling
9. hyperparameter tuning

It will be good if we can perfrom this probability churn analysis as soon as possible

Best regards,
Erlando Regita