Dear the Associate Director of Data Science,

In order to support our hypothesis regarding this matter, we would like to build a predictive model to predict a customer churn and analyse the effect of price sensitivity on customer churn.

We would need this following data:

1. Customer data – including all the customers' historical purchase and consumption in PowerCo.
2. Churn data – information whether the customer churn or not.
3. Price data – including all historical electricity and gas price over the last year.

With those data, we would build a machine learning model to observe the customers trend and predict whether certain customers will churn in the next couple of years. Before that, exploratory data analysis (EDA) and feature engineering will also be performed to prepare the dataset. In addition, we would also see which services or which characteristics could impact the churn in customers.

Regards,

Data Analyst Team