**RE: POWERCO CUSTOMER CHURN**

In order to develop a solution to the problem of PowerCo, we need to understand the customers beyond the price that they are willing to pay for services offered by PowerCo. We therefore require client information from PowerCo, including: the client name and category, dates the client started and ended the relationship with PowerCo, location of the client, amount of energy the client consumes on a monthly basis, how much the client has been paying for PowerCo services. Additionally, we require information on each competitor of PowerCo, including the charge for their services, and the dates that they started operations.

Using this data, we will be able to examine the impact and significance of the customer price sensitivity to the churn by regression. Furthermore, we will develop a recommender system to determine which customers to offer the 20% discount without the risk of financial loss to PowerCo.

Yours sincerely,

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