Subject: Analysis Plan: Addressing SME Customer Churn for PowerCo

Dear Sir/Madam,

I hope this email finds you well. I have gone through the client's situation regarding the high customer churn among SME customers for PowerCo. Based on my ability in analysis, I have formulated a hypothesis as a data science problem and outlined the major steps needed to test this hypothesis. Here's an overview of my approach:

1. Collect Data: request Data for analysing the price information and the usage patterns of SME customers.
2. Compare it with External sources: This would help us to get valuable insights of their products and would help us to know what measures should be done to improve ours.
3. Feature engineering: List the key features of our product, think of how can improve them and finally create additional features from the available data that could help uncover patterns related to churn.
4. Perform EDA: Gain deeper understanding of the data by Identifying key variables, Exploring correlations between different variables.
5. Hypothesis Testing: Start with building a model for which select an appropriate classification algorithm then comes the model validation part where we will divide the analysed data in the steps mentioned above into training and testing set, then evaluate the model's performance metrics using appropriate validation techniques. Finally, Analyse the model results and extract actionable insights that shed light on the factors contributing to SME customer churn Insights and Recommendations:

I believe that by following this approach, we can gain valuable insights into the reasons behind SME customer churn for PowerCo and develop effective strategies to mitigate this issue. Please let me know if you have any further input or if you would like me to proceed with this plan.

Thank you for your attention, and I look forward to your feedback.

Best regards,

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Data Scientist