**Dear BCG Lead Data Scientist,**

Two hypotheses are able to test.

1.Will consumers churn because of price sensitivity.

2.It might be beneficial to offer a 20% discount to customers at high risk for churn.

For testing these two hypotheses we need customer Data, churn data, and electricity and gas price data.

The Data have to be gathered, wrangled, and cleaned. Then we can build a binary model such as **Logistic Regression, Voting Classifier and Neural Network,** Gradient Boosted Machines, decision Trees for 1. And classification models such as Logistic Regression, Naive Bayes, K-Nearest Neighbors, Decision Tree, Support Vector Machines. For 2. Then we can find the best model with the highest accuracy and explainability.

Sincerely,

Kiana kheiri