

Subject : PowerCo's discussion

Hello AD,

I hope this message finds you well.

We have to take following steps to solve our client(PowerCo) problem:

Step 1: Test the hypothesis.

Collect the historical data about all customer's contract.

Step 2: Build a model to predict customer churn

It's a binary classification problem. We intend to complete the following tasks:

1. Collect the data, including
 - Customer Id, Location, Profit, Revenue, Price, Energy usage, Churn (if transfer to other service providers), etc.
2. Understand and clean the data
3. Exploratory data analysis and data visualization
4. Build a machine learning model and evaluate its performance
5. Identify whether the discount on price can prevent customer churn.

However, I believe your input would be valuable in resolving our client's problem. I'd appreciate the opportunity to discuss this further at your convenience.

Best regards,

Khushbu

Junior Data scientist