**Task 1**

Dear AD,

Subject: Predicting Subscription Churn Risk.

The objective of this project is to identify potential customers who are at risk of churning their subscriptions. By analysing historical data and relevant customer features, we aim to build a predictive model that can accurately predict the likelihood of churn for current customers.

As mentioned earlier, we would like the client to provide us with the below mentioned data:

1. Customer:
   1. Customer demographics – age, gender, industry (for SME).
   2. Account details - type, tenure, etc.
2. Usage Information:
   1. Energy Consumption Data
   2. Bill Payment Behaviour
   3. Customer Service Requests – type, tenure.
3. Pricing Plans of Company and Historical Data
4. Churn Data:
   1. Churn Indicator
   2. Churn Flag

Once we’ve client’s data we would test our hypothesis through these models:

1. Logistic Regression
2. Random Forest Classifier
3. XGBoost Classifier
4. Support Vector Machine
5. Naïve Bayes Classification
6. Artificial Neural Network

Based on the predictions and complexity of the models, we will fine tune the hyperparameters to ultimately build the model which could classify the potential customers who could churn their subscriptions with PowerCo.

Regards,

[ABC]