

Dear [Associate Director],

I hope this mail finds you well. I am writing to discuss the hypothesis on customer churn in PowerCo. It is understood the following are major factors which make a customer stay with a company and not switch:

- 1) Competitive Pricing.
- 2) Quality of Product.
- 3) Excellent Customer Service.
- 4) Convenience of Transactions.
- 5) Previous Experience of Transactions.
- 6) Sentiment towards the company.

Our team would like to get data on the following:

- 1) Transaction data.
- 2) Competitors' pricing data.
- 3) Customer data.
- 4) Customer Service data.
- 5) News articles related to the PowerCo.

Our team would like the data being shared to be in the following format:

1) Transaction data:

Rows: Customers.

Columns: Transaction ID, Customer ID, date of transaction, amount paid, location of customer, category of customer, mode of transaction.

2) Competitors' pricing data:

Rows: Names of competitors.

Columns: Pricing for corporates, pricing for SMEs, pricing for customers, no. of sales in last 5 years, no. of customers.

3) Customer data:

Rows: Customers.

Columns: Customer ID, name of customer/company, type of customer, no. of purchases in last 5 years, customer location.

4) News articles:

Rows: Date of publishing.

Column: Headlines of news articles related to the company on that particular day. (Only 1 column).

Our team will do the exploratory data analysis to look for the following insights:

- 1) What is the effect of competitors' pricing on the churn of PowerCo's customers in the last 5 years?
- 2) Is there any influence of customer location on sales?

- 3) How are transaction mode and number of sales correlated?
- 4) What is the effect of media sentiment on PowerCo sales?