

Hello AD,

I better understand the problem arising in the SME division in PowerCo & the following steps to resolve this:

1. Test for specific Hypothesis
  - Appropriate Dataset:
    - Collect all the historical data of the clients.
    - Collect energy consumption data of the clients.
  - Prove Hypothesis:
    - Check clients churn along with increase in price at same time.
    - it happens then we can say that price affects the clients.
    - But if client remain switch to another utility provider without any changes in prices, then price does not affect in client's churn.
2. Build Accurate Model to predict the customer churn
  - ❖ Load all the data of the customers including details like date of joining, date of leaving, price, discount etc.
    - Collect clients' personal details like name, city, profit, revenue, company size, industry etc.
    - Gas and Electricity consumption by each client and also records they just use for their own or provide to others.
  - ❖ Understand and clean the data
  - ❖ Do Exploratory Data Analysis
  - ❖ Understand different patterns in the data
  - ❖ Build a model with clean data after doing EDA .
3. Apply 20% discount on prices, and check the model prediction if it helps then provide the discount and if it's not then price does not affect the customers churn.

Regards

Akash Jha  
(Data Scientist Intern)