Hello Mr./Mrs AD,

After the initial team meeting that was held, I will be send you some ideas to how we can work around the predictive model for PowerCo’s task.

Since the prices have increased in the energy market in Europe, it would be the main cause for customers to churn.

We can start by analyzing the data that we have for the old customers that have already churned along with the prices, then we can predict the customers that may churn at the current price.

It is also interesting to do a predictive model in case the price had a 20% discount, which would lead to less customers churned and at the same time, more customers to acquire.

I suggest we begin by applying predictive models for these situations and analyze the results.

Regards,

Mohamad Ali Ghaddar

Data Scientist Intern,