Dear AD,

This is to describe you the details regarding the steps involve in ' business understanding and problem framing' process for this problem. As a Data Scientist, understanding business problems and its context are the most crucial stage to yield the accurate solution. One of the ways to answer the above questions are as follows:

1. Customer loyalty, customer satisfaction, product details, product usage, clean energy, product throughput, etc are some of the ways that can retain the customers for the longer term in "PowerCo". Alternatively, Price dissatisfaction,Better services by the other companies, Poor Customer Service, providing users less quality type energy, etc. can be some of the reasons to switch to another providers by the customers.

2. To proceed further, There must be data available from both customers, by getting their inputs from website or from other medium as well as company data, to know the trends in past and interaction of customers with company at different levels like location, products, customer service,etc.

3. I would like to further move on to the next step of data science process, that is, data cleaning and EDA, where I will first see the descriptive statistics of the dataset and will analyse the variables with respect to each other and to the "churn" target variable. Consecutively, I will visualize the datasets in Tableau ,PowerBI, Jupyter Lab using matplotlib and seaborn, etc. Simultaneously, I would like to apply hypothesis testing whether customer will churn or not based on the provided evidence.

4. On the other hand, we can also consider the products and services of other providers and their techniques to attract customers .

Thanks and Regards,

Rupam Kumari