To whom it may concern: Lead Data Scientist

Thank you for giving me this opportunity to handle the problem that our client is currently facing. After carefully reviewing the context problem of PoweCo, we can perform several statistical techniques to understand the deeper insight on the distribution of customer data.

I understand the problem that our client is moving away due to price sensitivity. The possible approach that has been put forward to make further analysis can give greater view of the core problem. The suggested hypothesis to predict customers behavior when 20% discount approach can give insightful information to understand the driven factors behind the customer price sensitivity.

We will require all records of customer based on small and medium enterprises and residential customers. The records that highlights the income, historical electricity consumption, date joined of residential customers. Records on the type of SME based on categories, and records that highlights the electricity and gas charge within certain time interval.

The above obtained records allow to perform different feature engineering, and exploratory analysis. We can build predictive model such as Logistic Regression, Random Forest, etc. Furthermore, we can build ensemble models to get the best model that has better accuracy metrics.

I believe my approach can bring more desired output and help understand the customer behavior in a better way.

Thank you,

Sagar Limbu