

Good Day Estelle

PowerCo has asked us to investigate why their clients are churning. They believe this may be due to price variations among service providers.

In order to investigate, validate, or disprove these claims, we will require the following data from the client:

- Price data (when, what, how much, and at what price)
- Customer sentiment and feedback on energy source and quality
- Customer service sentiment data
- Hidden or additional costs
- Maintenance and breakdown logs
- Customer income brackets
- Complaints history
- Location and regional data of churned customers and loyal customers

The following techniques will be applied during the investigation:

- T-tests to validate or invalidate hypotheses
- Data wrangling and cleaning
- Variable comparisons with independent variables including price, location, and customer type/income bracket
- Data visualisation
- SWOT analysis

The project will follow these steps in chronological order:

1. Data wrangling and preparation
2. Data exploration and mining
3. Feature engineering (deriving or creating variables from the provided dataset)
4. Modelling and hypothesis testing (including affinity analysis, t-tests, and other relevant statistical tests)
5. Synthesis of findings and delivery of recommendations to the client

I believe this approach will provide actionable insights and measurable outcomes for PowerCo. I am open to hearing your thoughts.

Kind Regards,

LS Kunene