Subject: Data required to Investigate Customer Churn

Dear Sir/Madam

Greetings, I hope this email finds you well. I wanted to touch base regarding the task of investigating customer churn for PowerCo. As per our discussions, our hypothesis is that "Changes in prices affect specific customers."

To test this hypothesis and gain useful insights, the team and I need access to specific data sets that contain the following information:

1. Customer Data:

**Customer Details**: This dataset should contain records of both current and previous customers. It should include columns such as customer type (SME, Residential, Corporate), customer ID, and contact information.

**Customer Relationship Timeline**: We require information on when each customer initiated and terminated their relationship with PowerCo. This data should include start and end dates.

**Payment Records**: The dataset should include detailed records of the payments made by each customer. This includes payment amounts, dates, and any other relevant payment related information.

**Customer Location**: We need information about the location of each customer to analyse location patterns.

1. PowerCo Expenses Data:

**Gas Prices History**: Data on gas prices, including price fluctuations and the corresponding dates. This will allow us to assess how changes in gas prices might affect customer churn.

**Electricity Generation Details**: Please provide data on the resources used for electricity generation, including types of resources (e.g., coal, renewable sources) and their usage over time.

**Fuel prices history:** Data on fuel prices, including price fluctuations and the corresponding dates. This will allow us to assess how changes in fuel prices might affect customer churn.

Having access to this data will enable us to identify patterns and correlations between price changes, customer behaviours, and churn rates. With a deeper understanding of these factors, we can determine if the 20% discount is good enough on its own or if other customer incentives can be included.

If you have any questions, please feel free to reach out us.

Kind regards,

Sinamandla Mabaso