

Dear [Associate Director name here],

Here is my report for PoweCo. To test the hypothesis that the churn is driven by the customers' price sensitivities and gain an in-depth understanding of their customers base, we need the following data:

- Customer data with details such as customer type, date joined subscriptions type.
- Customer churn indicator.
- Price historical data charged to customers at granular time intervals.
- Historical data of prices at time granularity.

The first step is performing exploratory data analysis on the dataset provided to gain insights.

Since the project is a classification problem, we will engineer features and build binary models such as Logistic Regression, Random Forests to train the dataset.

The evaluation of the model using metrics such as confusion matrix, f1-score, precision, recall, accuracy, followed by choosing the model with the highest percentage of accuracy.

Finally, conduct a brief analysis using the proposed strategy by the client, 20% discount to high propensity-to-churn customers.

Best regard  
[Your Name]