Hello LDS,

With an objective to understand whether the churn is driven by price sensitivity, we need the model churn probabilities of customers to check the effect of prices on churn rates.

The potential data we need from client to perform analytical models is Customer data , Churn Data , Historical Price Data.

Utilizing the data, we further build classification Machine learning models such as logistic regression, Random Forest , gradient boost and pick the best model based on explainability, accuracy. Additionally ,model allows us to evaluate the impact of discounting strategy proposed by client

Thanks,
Sudhi