Dear Sir/Madam,

Our client PowerCo is a major gas and electricity utility which supplies to corporate, SME and residential customers.

**CURRENT ISSUE**

* Due to power liberalization of the energy market in Europe and led to customer churn in SME segment.
* Proposition made as a basis due to price change had led to customer churn.

**CLIENT HYPOTHESIS**

* Through Predictive model could be helpful to know which customer are more likely to churn at their current price.
* A discount might benefit them to stay with our client.
* SME division is considering 20% discount that is avoid churn.

**DATA REQUIRED**

* Required electricity consumption details, date joined as customer, monthly bill, industry.
* Churn data which has details about customer churned.
* Client (PowerCo) price data.

**STEPS TO ANALYZE**

* Need to define price limit and perform data analysis.
* Need to feature engineering based on data that we obtain (applying certain regression or Classification method)
* Investigate of root cause why price change impact on churn?
* Must come up with a discount strategy.

Thanks and regards,

Varsha Nataraj