

Hi \_\_\_\_\_,

This is regarding the Customer Churn Problem that your company is facing. We have discussed with the team of data scientists and analysts, and we have framed the problem statement. Based on the problem statement and your problem I have come to two types of solutions that are possibly to work out.

The two types of Hypotheses are:

- The customer churn is driven by the price sensitivity
- Offering a 20 percent discount for some customer based on their usage of the utilities.

So, we must get for the conclusion and to choose the best hypotheses we need some data from your side so that we will be using some data analytics and some models to predict the probabilities so that which hypotheses will best suit for the company.

- SME\_Customer Data contains all the characteristics of the client customers data so that we can predict the possibilities
- Customer\_Churned Data – Contained all the data that is related to the client customer who has churned to other service provided what is his activity and usage of the utilities offered by the client.
- Price Data – This should contain all the data related to the prices when the prices were increased due to price increase was there any impact on customer churn and when it was normal any cases of customer churn
- Characteristics of Other Company - This Data contains customer feedback as what characteristics of the other provide made him swift.

After Getting the data we use the data merging as we have different columns and file of data, we need to merge them to model or visualize or to explore the data. Proceed with the cleaning of the data as we cannot the machine to provide the accurate info or the person to give accurate info as without cleaning can affect the prediction for the model.

Exploratory Data Analysis to find any outlier and from which date or from which price changes the customer churn happened and to confirm by which change the customer churn has seen. If it is related to the price sensitivity, then we can proceed with the machine learning or the deep learning models to

predict for which customer we must offer 20% discount and which customer likely to swift to another provider. Later we can see final findings after testing.

Yours Regards

VENKATA RAGHU RAM RAAVI