Hi Ad,

Price sensitivty: The change in churn for a unit change in the value of price.

I have plotted 5 plots in addition to the previously plotted graphs. The y-axis is common for all the graphs. The y-axis is the probabilty that the client will churn.

The first plot shows that relation between churn and the price of energy for the first period, which is off peak. As you can see, for all values of price of energy, the probability of churn is really low, so this varible is not price sensitive.

For the third plot, as the max power decreases, the churn prbability goes down.

The second plot shows that relation between churn and the price of energy for the second period, which is at peak. As you can see, for higher values of price of energy, the probability of churn is really low. There are a couple of outliers. But I think, if this value id higher then the company will not churn.

For the foruth plot as the value of price of energy for the 3rd period increases the churn probability decreases.

For the fifth plot, we only have higher values of the variable for reference. But we can conclude that the churn% is lower if the price of power for the 1st period is higher.

The data we need:

* We need churn data. Info on whether the client churned or not
* Customer data, all the relevant characteristics of the client which can be correlated with churn

The plan:

* Once we have the data, we will figure out all the correlation between the data points
* We will then build a classification model
* Through plots we would clarify how price changes affect churn

Regards,

Yash Nagle