Dear [AD],

I'm writing to provide you with an update on the PowerCo project. After our initial team meeting, I have created a work plan to test the hypothesis of whether churn is driven by customers' price sensitivity. To build models and gain insights, we will need the following data:

1. Customer data, including relevant information such as industry, historical electricity consumption, date joined, etc.
2. Churn data that indicates if customer has churned.
3. Price and sales data, involving the charges of each customer for both electricity and gas at granular time intervals.

With the required data, the work plan would be as follows:

1. Define and calculate price sensitivity.
2. Engineer features using the cleaned and structured dataset, and build classifier models (e.g., Decision Tree, Random Forest, XGBoost, etc.) to predict churn.
3. Select metrics to evaluate the models and choose the best one based on the tradeoff between the complexity, the explainability, and the accuracy.
4. Discover relationships between price and churn, investigating how price changes impact churn.
5. Predict churn while applying client's proposed discounting strategy to assess the business impact.

Best regards,
[Name]