



Suhas Bhairav

AI Price Increase Churn Scenario Modeler

**Descriptive AI modeler for pricing tests and churn
insights**

A practical, repeatable workflow to model price
changes and summarize churn outcomes with AI.

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What to automate & data needs

AI can automate data ingestion, descriptive analysis, and narrative summaries of price tests. Human review is needed for significance, stability, and policy compliance.

Key move Document assumptions and data gaps before acting on results.

PRACTICAL CHECKLIST

- 01** Ingest historical price changes, sales, orders, and churn signals into a centralized dataset.
- 02** Run descriptive summaries of price tests: delta, conversion, revenue impact, and churn by segment.
- 03** Generate narrative highlights and bullet conclusions for leadership reviews.
- 04** Produce lightweight dashboards and regular exports for executive decision-making.
- 05** Flag results requiring human validation (statistical significance, outliers, gaps).
- 06** Document data provenance, transformation steps, and model versions.
- 07** Define guardrails for data quality, privacy, and access controls.

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Weekly Adoption Plan

Adopt in weekly increments to limit disruption. Start with one price-test scenario and expand gradually.

Key move Track adoption metrics weekly; stop if model degrades.

PRACTICAL CHECKLIST

- 01** Week 1: Inventory data sources and map to targets; set data quality checks.
- 02** Week 2: Build baseline descriptive model; validate results with pricing and sales teams.
- 03** Week 3: Generate automated summaries for past price tests; ensure narrative clarity.
- 04** Week 4: Deploy lightweight dashboards and weekly exports for executives.
- 05** Week 5: Add customer-segmented analyses (regions, product lines) to summaries.
- 06** Week 6: Establish guardrails, approvals, and data privacy controls.
- 07** Week 7: Measure impact: time saved, accuracy, stakeholder adoption.

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Risks, Guardrails, & Ownership

Identify risks and establish guardrails for AI-assisted pricing analysis. Define approvals, metrics, and owners to ensure accountability.

Key move Explicitly assign a decision owner for every AI-generated summary.

PRACTICAL CHECKLIST

- 01** Data quality risk: verify price, sales, and churn data accuracy before summaries.
- 02** Privacy & access: limit sensitive data; audit who accesses data and outputs.
- 03** Descriptive scope: treat outputs as narrative context; avoid predictive claims.
- 04** Approvals: require governance sign-off before adopting price-change conclusions.
- 05** Versioning: record data sources, transforms, and model versions for traceability.
- 06** Monitoring: track accuracy, latency, and output errors; escalate promptly.
- 07** Ownership: assign finance owner and cross-functional stakeholders responsible for adoption.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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