BOSTON CONSULTING GROUP (BCG)

EXPLORATORY DATA ANALYSIS

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Findings :

- Customers churn rates is 9.7%.
- Consumption data is not normally distributed.
- Customers data have too much Outlier it should be treated before modelling.
- Feature Engineering is necessary to increase the predictive model performance

Suggestions :

- Customer churn is increase if competitor provide a good offer.
- PowerCo`s Subscription is expensive in compare to others and it will increase the customer churn.