Summary of key research from Data

Looking at the number of churned customers it shows the total percentage of churned customers is 9.7%, which is 1,419 customers. Checking the distribution of the numerical variables, it shows the distribution is skewed.

Investigating the client's hypothesis, which is that customer's churn because of the increase in price, is proven correct. From the 'price_data.csv', there are two main products, the 'Energy' and 'Power', summing the values of the features available under the products showed the total amounts the customers pay for 'Energy' and 'Power'. From the client_data.csv provided, I was able to extract the number of clients that churned and the months their contract expired(the month they churned.

Plotting the months of contract expired against the number of customers that churned in those months, it shows a particular trend in those months. Now, plotting months against price of energy and power , the same trend occurred, plotting number of churned customers with energy and power price against months it shows that the months in which the price power and energy increased, the more customers churned in those months.