After conducting an initial analysis of the dataset, here are the following findings:

* All price features have low correlation to target (churn)
* Our client has approximately 10% churn customer
* All consumption features are positively skewed
* There is no high correlation among independent features to target feature indicating lack of strong relationship between churned customers and price from the price sensitivity test.
* the highest correlation is just 0.10 on margin feature

Suggestions

1. Analysis competitors price data – other competitors in the space are stealing customers due to better pricing
2. Customer sentiment analysis – could be conducted on customer feedback with their engagement with PowerCo.
3. Emergence of new competitors within the space, such as rooftop solar panels, community solar farms, signing up to cleaner sources of electricity.