**EDA Summary**

* The number of Clients that has been churned are 1419
* Sales channel 4 has minimum churn rate w.r.t other channels.
* We have a positively skewed distribution for electricity consumption by both churned and non-churned clients.
* The Code of Electricity Campaign 4 has minimum churn rate w.r.t others.
* The number of active products and services – 1 has minimum churn rate w.r.t others.
* Subscribed power also has the positively skewed distribution for churned and non-churned clients.
* Approximately 10% of customers have churned.
* Consumption data is highly skewed and must be treated before modelling.
* There are outliers present in the data and these must be treated before modelling.
* Price sensitivity has a low correlation with churn.
* Feature engineering will be vital, especially if we are to increase the predictive power of price sensitivity.

**Suggestions:**

* Competitor price data - perhaps a client is more likely to churn if a competitor has a good offer available?
* Average Utilities prices across the country - if PowerCo’s prices are way above or below the country average, will a client be likely to churn?
* Client feedback - a track record of any complaints, calls or feedback provided by the client to PowerCo might reveal if a client is likely to churn.