

PowerCo's EDA Summary

Thursday, May 11 2023

Findings :

1. Based on the available data, around 9.7% of customers have churned, which indicates that PowerCo has a moderate churn rate.
2. The presence of outliers in the data implies that these observations need to be handled before modeling.
3. Analysis shows that there is low correlation between the churn rate and price variables. This suggests that customers are not sensitive to changes in prices.

Suggestions:

1. Since competitor providers might offer more attractive prices, it is recommended that PowerCo analyze the pricing strategies of their competitors to retain customers.
2. It is suggested to collect feedback from customers who have churned to better understand the reasons for switching providers, which could reveal hidden reasons that were not captured in the available data. This feedback can help PowerCo address any underlying issues and improve their services to reduce churn.

