The Key findings from the above model are:

1. There are currently 14,501 active clients.

2. About 9.72% of customers changed providers.

3. Numeric variables on consumption are highly skewed.

4. Changes in prices does not affect customer churn.

5. Type 4 is the most common sales channel. Type 1, 3 and 6 sales channels are very rare.

Looking above from the model my suggestions would be: -

1. Competitor price data – If other providers can give a much better offer than the current provider, customers are more likely to transfer to new provider even if their current prices dropped.

2. Need to clarify what values of zero in price data represent. If the prices of zero stand for free power or energy, what is the reason for that.

3. Other possible factors, such as customer satisfaction. For example, if providers could keep providing excellent customer services, it would barely affect customer chur.