**Findings**

Clients Data:

1. The consumption data is highly skewed, as exhibited by the percentile values.
2. Total 8 different sales channel & 6 different origin up.
3. We have data from updated from May-2003 to Jan-2016.
4. Around 25% data for sales channel is missing.
5. Around 10% of clients are churned.
6. Around 20% of clients have Gas supply also.
7. There is no big difference btw the churn of clients with gas or without gas contract
8. Maximum Churn rate is for clients with 4 years of antiquity.
9. Churned clients are from antiquity of 3 to 6 years
10. Around 50% of clients are through sales channel 'foosdfpfkusacimwkcsosbicdxkicaua'
11. The churning customers are distributed over 5 different values for channel\_sales.
12. MISSING indicates a missing value and was added by the team when they were cleaning the dataset. This feature could be an important feature when it comes to building our model.
13. Around 50% of customer first subscribed to electricity campaign 'lxidpiddsbxsbosboudacockeimpuepw'
14. The churning customers are distributed over 4 different values for electricity campaign.
15. MISSING indicates a missing value and was added by the team when they were cleaning the dataset. This feature could be an important feature when it comes to building our model.
16. We have client data from 2003 to 2016. If we can get the historic price data for couple of years so may be we can identify a better trend.
17. There are outliers present in the data and these must be treated before modelling
18. Price sensitivity has a low correlation with churn
19. Feature engineering will be vital, especially if we are to increase the predictive power of price sensitivity

Price Data:

1. peak & mid peak values are highly skewed
2. price data is a monthly data for year 2015
3. The units of prices is not understandable from the given data

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