**Key findings**

1. About 10% of customers changed providers.

2. Numeric variables on consumption are highly skewed.

3. Changes in prices does not affect customer churn.

**Suggestions**

1. Customers were more likely to transfer to new provider even if their current prices dropped if other providers can offer better offers

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 is very likely a rise in prices will not lead to customer churn.