

## Conclusion

The number of customer churn is 9.7%, based on price sensitivity and the churn column after analyzing the correlation is  $-0.0007657625851998709$  which shows a very weak linear relationship because the value is close to 0

## Suggestions for Augmentation Data

- It is recommended for data augmentation that can be utilized such as data on customer satisfaction values in order to be able to provide insight into churn factors,
- Competitor data is needed to understand customer perceptions of the value offered by PowerCo companies
- Customer interaction data with company services or products such as telephone, email, or interaction, social media can help understand customer behavior patterns that can affect churn

## External data sources

It is advisable to have external data such as industry or market data that provides information about trends, statistics, or general customer behavior in the energy-related industry.

Economic data deserves to be reviewed to find out energy, fuel price indexes or economic factors that influence energy trends and prices as well as customer price sensitivity

Social media data from various social media platforms can provide insight into customer sentiment, discussion trends, or response to a company's offering price