

## Background Information

The BCG project team thinks that building a churn model to understand whether price sensitivity is the largest driver of churn has potential. The client has sent over some data and the AD wants you to perform some exploratory data analysis.

**The data that was sent over includes:**

- **Historical customer data:** Customer data such as usage, sign up date, forecasted usage etc
- **Historical pricing data:** variable and fixed pricing data etc •

**Churn indicator:** whether each customer has churned or not

**Please submit analysis in a code script, notebook, or PDF format.**