

Summary: PowerCo EDA

Key Findings:

1. Churn Rate: Approximately 9.7% of customers churned.
2. Some channels show no churn, identified by the following channel codes:
sddiedcslfslkckwlfkdpoeeaifpeds, *epumfxlbckeskwexbiuasklxalciuu*, and
fixdbufsefwooaasfcxdxadsiekoceaa.
3. The dataset contains numerous outliers.
4. The dataset exhibits imbalance, with many columns having highly positively skewed distributions.
5. The initial hypothesis of the client was incorrect; churn is not sensitive to price.

Suggestions:

1. Churn may be occurring due to competitors offering better and more attractive deals to customers.
2. Gathering consumer feedback could be beneficial in identifying the causes of churn.