

EDA Summary

Findings:

- *Approximately 10% of customers have churned.*
- *Consumption data is highly skewed and must be treated before modelling.*
- *There are outliers present in the data and these must be treated before modelling.*
- *Price sensitivity has a low correlation with churn.*
- *Feature engineering will be vital, especially if we are to increase the predictive power of price sensitivity.*

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 Power Co'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 Power Co might reveal if a client is likely to churn.*