**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.*