# **EDA Summary**

In accordance to your last instruction about the present project, I have carried out an exploratory data analysis on the data available and below is a summary of my findings:

* There are 14606 entries in the client data and 193002 entries in the price data.
* There are no null or empty values for both.
* Churn rate is about 9.7% overall.
* Most of the churn occurs among the smaller consumers whether measured by maximum subscription or the size of the subscription.
* Most churn occurs among customers that have spent less than 7 years.
* Prices are overall higher during off peak times and flat during peak and mid peak times.
* Customers who have gas subscription are slightly less likely to churn than those that don’t.
* Some campaigns have extremely high churn rates (over 12%): lxid….
* In general, the customers with number of active products over 5 don’t churn.
* The highest bulk of net margin come from aggregate of small margins from a large number of consumers who purchase a lot of small paid subscriptions.

Extra data on competitor prices will be helpful in determining better the price sensitivity of target market. Industry average prices can also serve in this regard.

Conclusion: since the bulk of revenue and net margin comes from smaller customers, which are te segment also churning, the company has to focus on them.