After analyzing PowerCO’s client data, along with energy and power price over the last months, some key findings were provided:

* *Approximately 9.71% of customers churned.*
* *Campaign 1 had the highest success rate in customer retention.*
* *Approximately 91% of contract renewals occurred in 2015, and 93% of churn happened in 2016. The proximity between the dates suggests that the wave of contract changes and price modifications may have been crucial in determining churn.*
* *Most customer consumption occurs in the off-peak period, subject to high price variation in 2015, especially in the months leading up to the change in energy market legislation. The price variation in off-peak power consumption may be related to customer dissatisfaction after contract renewal or before market liberalization.*
* *Customers who churned had contracted similar amounts of energy compared to those who did not churn but consumed significantly less energy in the last 12 months. The decrease in consumption may be related to occupation, area, or even price increases, but additional variables are needed to confirm.*
* *PowerCo's profit margin was higher among customers who churned, allowing for the creation of promotions and discounts in this segment to prevent customer abandonment. However, discounts should be prioritized for customers with a high profit margin.*
* *There is significant disparity in customer characteristics, and histograms have a long tail.*
* *Prices are stable over the months, and there is not a considerable variation in the amount paid in the last month by customers.*

Although it seems likely that the hypothesis that churn is affected by client price sensibility, more information must be provided to attest the reliability of the findings. It will be useful to gather more client information, like service type, area of building(s) consumption, occupation or population of these buildings, etc. So we can make KPIs to identify differences in through the clients and evidence of churn related to some segments of clients. The history of discount and promotions applied to each client would also be useful, since it would help to attest if these conditions help to evict churn.