Dear PowerCo,

After the exploratory data analysis we conducted, here are our findings from the dataset you provided:

* Less than 10% of all your clients have churned over the last 12 years.
* Sales channels "foosdfpfkusacimwkcsosbicdxkicaua" & "Missing" account for most of the customer attraction.
* Although Sales channel "foosdfpfkusacimwkcsosbicdxkicaua" attraction is high, customers of this channel churned the most.
* Gas subscription doesn’t seem to affect the churn much, but those who subscribed to gas are less to churn.
* It seems that newer customers tend to churn more than those who stayed for 3 years up to 9 years.
* Churn increases for customers who spend more than 10 years with the provider.
* Almost all your customers have a forecast of 0$ discount to be offered.
* Churn correlation with prices is very low. This indicates that change in prices didn’t affect churn, hence, we can conclude customers were not sensitive to prices

For any further requests, we will reach out to you.

Regards,

Mohammed