

#### Findings:

Approximately 10% of customers have churned.

2. consumption data is highly skewed and must be treated before modelling.
3. outliers exist in the data and must be treated before modelling
4. price sensitivity has a low correlation with churn.
5. feature engineering will be critical, especially if we want to improve the predictive power of price sensitivity.

#### Suggestions:

Price data from competitors - is it possible that a client is more likely to churn if a competitor offers a better deal?

Will a client be likely to churn if Power Co pricing are significantly higher or lower than the national average?

Client feedback - a history of any complaints, calls, or feedback from a client to PowerCo may tell whether or not the client is likely to churn.