

The columns of client dataset contains so many missing values which makes the model less accurate but we can handle this by the imputation strategy. Also, there are a large number of outliers present in the dataset which definitely fluctuate the model accuracy.

The key findings from the client dataset are:

1. Large number of customers (11,955) uses the electricity.
2. Small number of customers (2651) uses the gas.
3. 10 % of customers churn and 90% is retention.
4. Large number of customers are helping them to make revenue.
 - a. Highest revenue is 4,000.
 - b. The average of revenue is 205.

The discount strategy should be based on different number of customers consumption electricity and gas. Priority is to give the benefit of customers who have medium and small billing amount. We can divide customers into three segments and decide the discount. Price Sensitivity is getting by the consumption and divide by current month billing amount.