

## Now it's time for feature engineering

Well done for your analysis on the influence of price sensitivity relative to churn!

Estelle reviewed your work with the AD and Estelle has come up with an idea to enrich the dataset when trying to predict churn:

- *"I think that the **difference between off-peak prices in December and January the preceding year** could be a significant feature when predicting churn"*

As the Data Scientist on the team, you need to investigate this question. So, in this task you'll be responsible for completing feature engineering for the dataset.

### Task 3: Feature Engineering & Modelling

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## Creating the new features

Estelle has done some further cleaning of the data and provided you with a new CSV file to complete our work from named "clean\_data\_after\_eda.csv". Be sure to use this data for your work on this task.



**Clean data**

**[Click to download file](#)** →