

Task 2

Sub-Task 3

Key findings

1. About 9.72% of customers changed providers.
2. Numeric variables on consumption are highly skewed.
3. Changes in prices does not affect customer churn.

Suggestions

1. Competitor price data – If other providers can gave a much better offer than the current provider, customers were more likely to transfer to new provider even if their current prices dropped.
2. Need to clarify what values of zero in price data represent. If the prices of zero stand for free power or energy, what is the reason for that.
3. Other possible factors, such as customer satisfaction. For example, if providers could keep providing excellent customer services, it is very likely a rise in prices will not lead to customer churn.