

## Key Findings:

- The distribution shows that **9.7%** of customers have churned while **90.3%** are clients still for PowerCo.
- The distribution of all consumption features is highly positively skewed.
- There are very few SME that consume relatively larger amounts of energy or gas than the absolute majority of other clients.
- Most customers are acquired between mid **2009** and the beginning **2013**.
- All the contracts in the dataset will expire on **2016** or January, **2017**.
- Most contracts are scheduled to be renewed by **2015**.
- **78%** of customers are benefitting of only 1 product of PowerCo.
- **94.4%** of SME clients who churned have been with the company between **3** to **6** years.
- A concerning number of **28** SME have churned after being clients for PowerCo for more than **10** years.
- `lxdpiddsbxsbosboudacockeimpuepw` plan has the highest churn probability of **14.4%**.
- Churned SME tend to pay more than those who are still customers. Which suggests that the pricing strategy is the reason of churn.
- There is an increase in price for all companies due to the increased cost of energy.
- Churned SME paid more than SME that are still clients for PowerCo is proven to be statistically significant by t-test and bootstrapping.

## Suggestions:

- From the previous EDA we can see that some features are highly skewed, we need to transform the distribution to normal-like distribution.
- Aggregate some variables using the mean or median for the whole year.