

TASK 2:

Get Some insights in the form of key values and visualization of data.

Descriptive statistics and visualizing information would be of interest.

The team has already cleaned and merged the data in two datasets.

We have to share the code and key findings in the comments in the code only.

The dataset contains two CSV files:

- 1) Client_data.csv
- 2) Price_data.csv

Some topics of this interest within this industry include:

- Low level of differentiation between products available
- Customer Service
- Keeping Customers For the Long Term
- Building Brand Loyalty

Analysis based on the problem with reference to Dataset:

- 1) Electricity Consumption decreases as the number of counts decreases
- 2) Number of customers who are churned as are less than 10,000, and the number of unchurned customers is more than 40,000
- 3) Net Margin By Churned customers is significantly higher than unchurned customers, So the Company focuses on Retaining those customers determinedly

The screenshot shows a Google Colab notebook interface. The left sidebar lists files: .config, sample_data, churn_count.html, churn_distribution.html, client_data.csv, consumption_vs_forecast.html, price_data.csv, and summary_stats.html. A circled area highlights the 'client_data.csv' file. The main workspace shows a correlation matrix heatmap with various numerical values. Below it, three code cells are visible:

```
08 [10] # Create interactive tables
summary_stats.to_html('summary_stats.html')
churn_count.to_frame().to_html('churn_count.html')

09 [11] # Generate interactive visualizations using Plotly
import plotly.express as px

10 [12] # Interactive bar plot of churn distribution
churn_fig = px.bar(churn_count, x=churn_count.index, y='churn')
churn_fig.update_layout(title='Churn Distribution', xaxis_title='Churn', yaxis_title='Count')
```

The status bar at the bottom indicates the notebook was completed at 3:52 PM.

To Know more about the code, click on the below links:

[EDA_Google_Collab_Notebook](#) || [Running Notes of EDA Google Notebook](#)

