**EXPLORATORY DATA ANALYSIS FOR POWER CO: RESULT SUMMARY IN BULLET POINTS.**

* Consumption data presents skewness. For efficient modeling, data should be subjected to further feature engineering.
* About 9.8% of customers have churned, but price sensitivity has a low correlation with churn (refer to correlation graph).
* Hence, to increase the predictive power of price sensitivity then feature engineering would be the best practice activity to achieve this.
* Competitor’s customer, sales & price data would also be relevant in further predicting customer churn for Power Co-even more efficiently.
* A re-evaluation of Power Co’s database model is pertinent.
* Wholesome customer feedback data (complaints, recommendations, loyalty scheme) might reveal churn probability.