

EDA Summary

Findings:

- Churn rate is approximately 10% among customers.
- The consumption data exhibits high skewness and requires preprocessing before modeling.
- Outliers are present in the data and need to be addressed before modeling.
- There is a low correlation between price sensitivity and churn.
- Effective feature engineering is crucial to enhance the predictive power of price sensitivity.

Suggestions:

- Consider incorporating competitor price data as it may influence churn likelihood if competitors offer attractive deals.
- Analyze average utilities prices nationwide to determine if significant deviations from PowerCo's prices impact churn probability.
- Evaluate client feedback, including complaints, calls, and other feedback provided to PowerCo, as it could provide insights into churn likelihood.