**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.