Hi AD,

The following are my thoughts and analysis for the PowerCo churn prediction analysis.

**Key factors are for a customer deciding to stay with or switch providers.**

Power liberalization is one of the key factors as mentioned for churning

* If the audience is of senior people, churning will be less likely to happen as they won’t look for better options and tries to say as it is. If it’s a younger people, they try to look for better options.
* Cost of the company they charge for power. If it’s less or average, people will less likely to churn.
* Subscription rate also matters. If the company has able to provide monthly or half-yearly subscription rates with better offers, people will less likely to churn
* Good customer service will make people less likely to churn
* Low blackout rates of electricity , less churning
* Faster service of power, lesser churning rate
* Engaging rewards for annual usage of power from the company might try to engage the customers to stay using the power from same company which leads to less churning
* Providing free trails for the new customers will lead to lesser churning.
* Location where they reside. If they provide power to the region with more power required or with power necessity, there will be lesser churn rate

**Data sources and fields that could be used to explore the contribution of various factors to a customer’s possible action**

* Customer’s monthly power usage
* Age of the people and area where they currently reside
* Companies that depend on power
* Location where they serve
* Customer subscription method
* Years of service they had with the same company

**What would a data frame of your choice look like – what should each column and row represent?**

Data frame should contain

* Id of the customer
* Customer age
* Region where they reside
* Subscription if they have
* Years of service
* Whether they are industry or local residents
* Average power they consume
* Average price they pay
* Type of the industry/Enterprise
* Whether they are ready to try out new trail
* Whether they are satisfied with annual rewards
* Whether they are satisfied with customer service

**What kind of exploratory analyses on the relevant fields can give more insights about the customer's churn behavior?**

* If the customer age is in 20-40s, churn might happen
* Urban region, churn likely to happen
* Enterprise which depends on electricity, less churn to happen
* Bad customer feedback, more likely to churn
* Ready to try out trails, less likely to churn
* Satisfied with rewards, less likely to churn
* More months of subscription rate, less likely to churn
* More power/average power they consume, less likely to churn
* Less years of service, more churn likely to happen
* Less pay , less likely to churn

Thanks,

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