

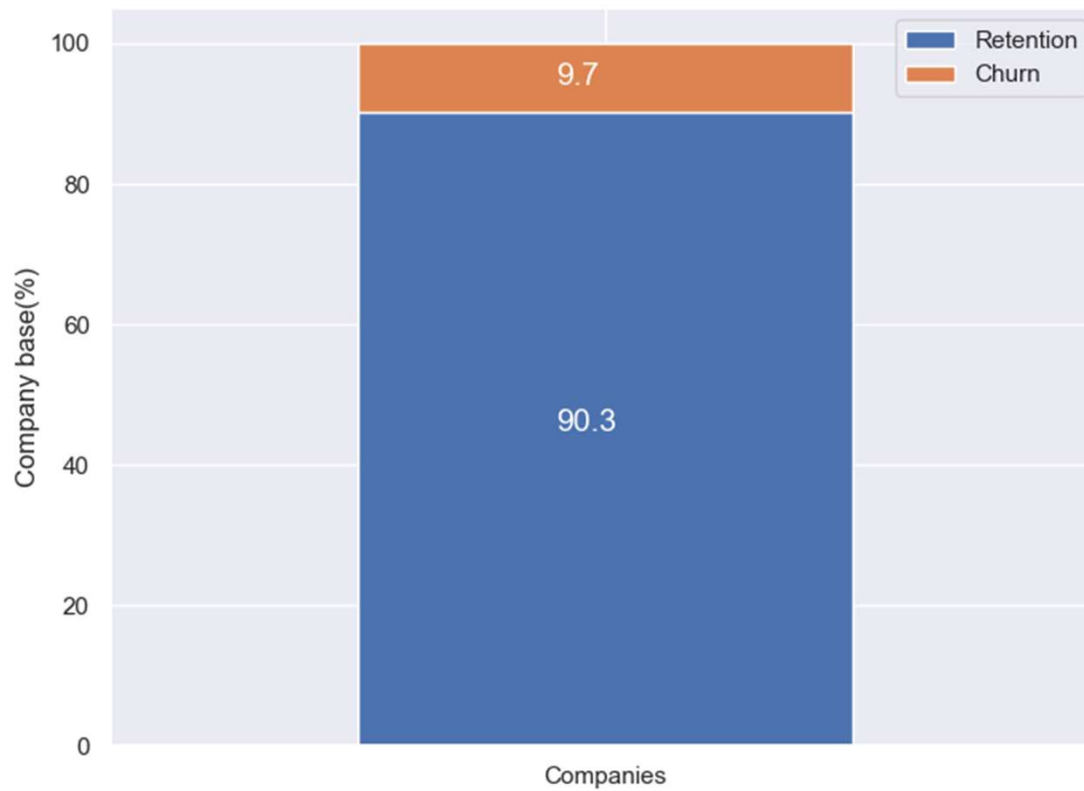
PowerCo Case

Exploratory Data Analysis

Insights based on Exploratory Data Analysis

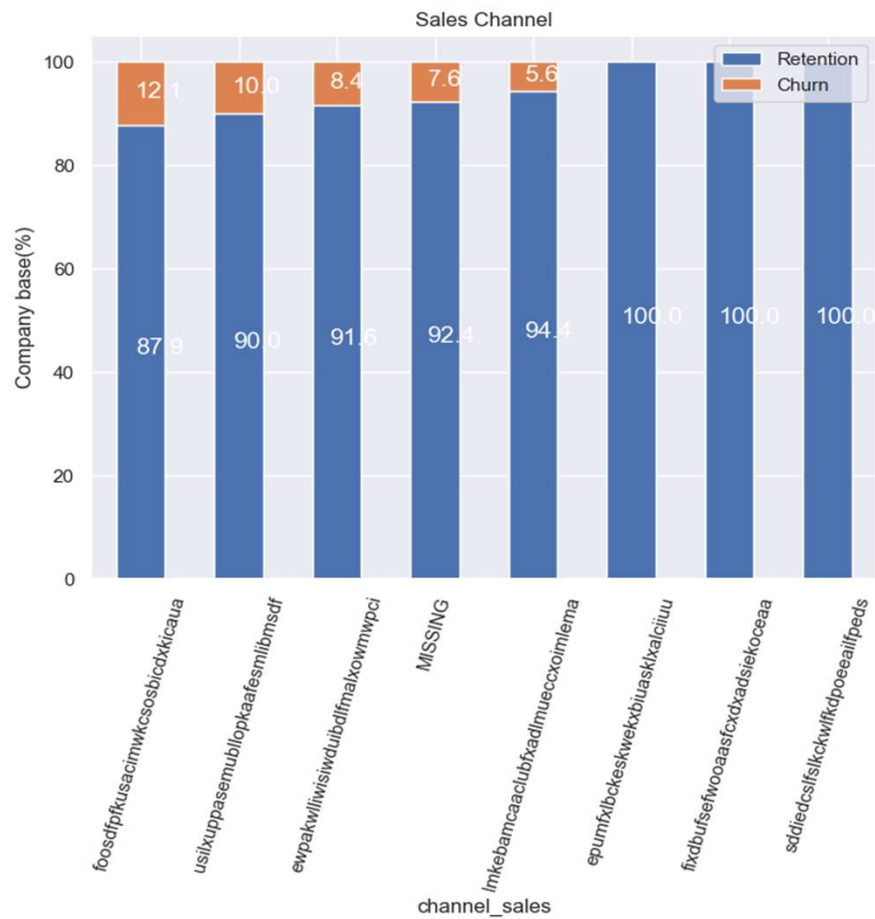
1. Churn Percentage
2. Sales Channel
3. Contract Type

1. Churn Percentage



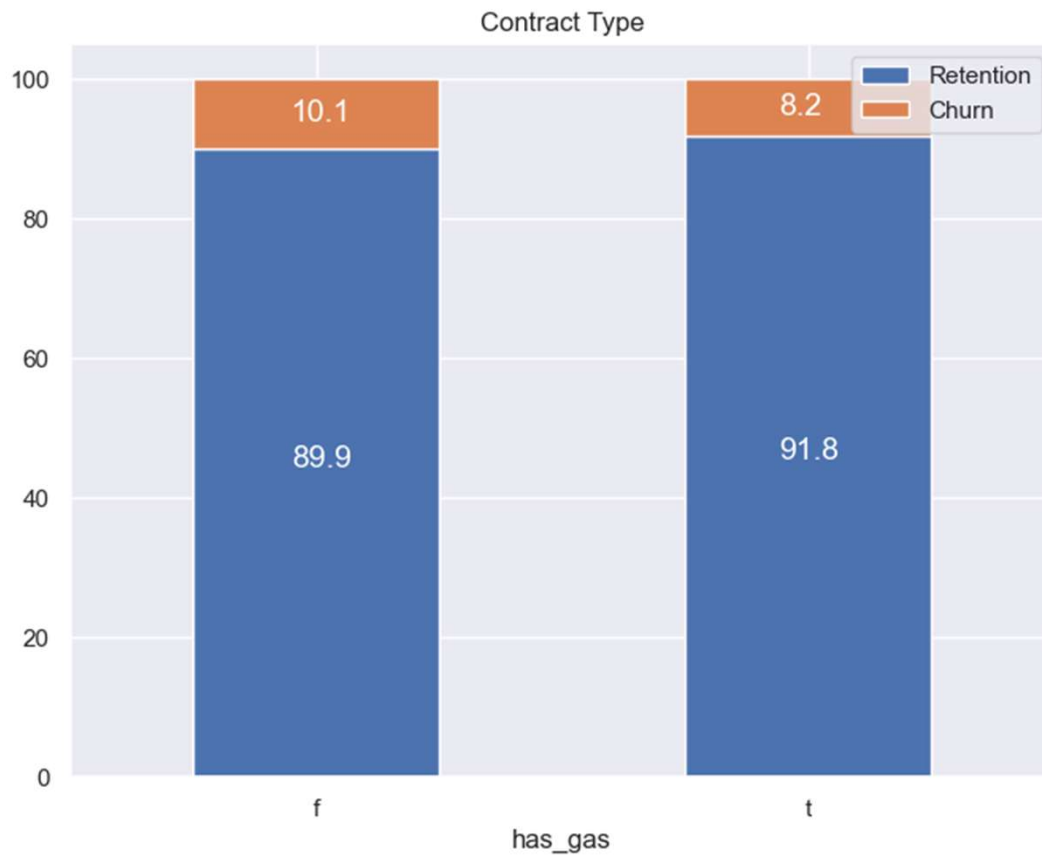
About 10% of total customers have churned which shows that the data is imbalanced.

2. Sales Channel



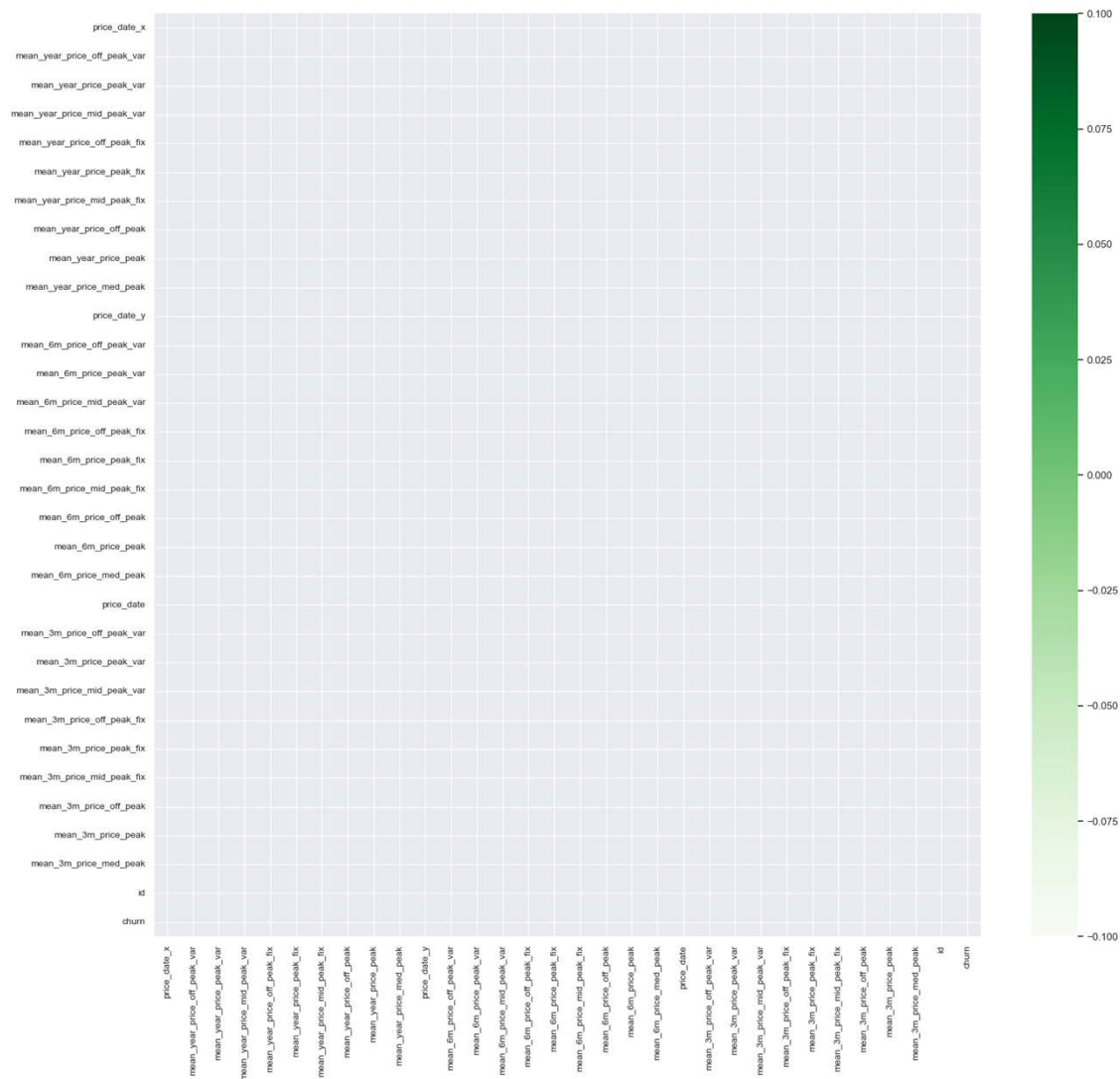
These are the 5 channels of sales having churn rates.

3. Contract Type



The churn rate of customers without a contract is higher than customers with contracts.

Hypothesis Testing



The plot shows the correlation between price variables with each other and with churn, However the correlation between churn and prices variables is very low, which mean customers' churn is not sensitive to price change.

Modelling

- For modelling we will be merging the client and price datasets.