

# EDA Summary:

## Results and Recommendations

### Results:

- Approximately 10% of customers have churned.
- Consumption data has a skewed distribution and requires preprocessing.
- Outliers exist in the data and must be addressed before modeling.
- Price sensitivity has a weak correlation with churn.
- Feature engineering, especially related to price sensitivity, will be crucial in increasing the predictive power of the model.

### Recommendations:

- Consider incorporating competitor price data to determine if a client is more likely to churn when a competitor has a better offer.
- Analyze average utility prices across the country to determine if PowerCo's prices, being significantly higher or lower than the average, might lead to a higher likelihood of churn.
- Incorporate client feedback, including complaints, calls, and other records of communication with PowerCo, to determine if they might predict the likelihood of churn.