Key Findings:
- The distribution of price sensitivity values shows no apparent pattern or significant differences between churned and retained customers. The correlation coefficient between price sensitivity and churn is 0.0148, indicating a very weak positive correlation, which suggests that price sensitivity alone may not be the largest driver of churn.
- It would be valuable to have additional demographic information about the customers, such as age, gender, occupation, or household size. This data could provide insights into whether certain customer segments are more likely to churn and help identify specific drivers of churn.
- Gathering data on customer interactions, such as customer support inquiries, complaints, or feedback, could provide insights into the customer experience and identify any issues that may contribute to churn.
- Obtaining data on competitors, such as pricing strategies, promotional offers, or customer acquisition tactics, can help understand the competitive landscape and its impact on customer churn.
- Utilizing publicly available customer satisfaction survey data from different industries can provide insights into common reasons for churn and best practices for customer retention.