

## **EDA SUMMARY**

### **Findings:**

- It is estimated that 10% of customers have churned
- A highly skewed set of consumption data must be corrected before the model can be developed
- Before modeling, outliers must be treated as part of the data
- It is not related to churn when it comes to price sensitivity
- Increasing price sensitivity will require feature engineering, especially if we want to improve prediction

### **Suggestions:**

- Whether a competitor has a good offer is a good predictor of churn - perhaps a client will leave if a competitor has a good deal?
- The average utility prices across the country - if PowerCo's prices are much higher or lower than the average, will a client leave PowerCo?
- Tracking customer complaints, calls, or feedback to PowerCo might provide a clue on whether a client is likely to churn or not