**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