

EDA Summary

Findings:

- Approximately 10% of customers have churned.
- Consumption data is highly skewed and needs treatment before modeling.
- Outliers are present in the data and must be addressed before modeling.
- Price sensitivity shows a low correlation with churn, suggesting a weak linear relationship.
- Feature engineering is crucial, especially to enhance the predictive power of price sensitivity.

Suggestions:

1. Competitor Price Data:

- Consider incorporating competitor price data. Clients may be more likely to churn if competitors offer attractive deals.

2. Average Utilities Prices Across the Country:

- Evaluate average utility prices nationwide. Significant deviations of PowerCo's prices from the country average could influence customer churn.

3. Client Feedback:

- Examine client feedback, including complaints, calls, or general feedback provided to PowerCo. This information may unveil indicators of potential churn.

These suggestions aim to broaden the scope of features and factors considered in the analysis, potentially improving the model's predictive capabilities.