Key Findings:

* From the client’s data only 9.7% of clients are having a churn 1, that means only these percent of clients are willing to discontinue services.
* There are 1490 records of clients messing in client’s data, that are present in price data.
* Correlation between price\_sensitivity\_energy and churn: -0.04055643678079923.
* Correlation between price\_sensitivity\_power and churn: -0.03482204969471262.
* From the above correlations we can say that there is a weak influence of price sensitivity on customer churn rate.

Suggestions for Data Augmentation:

* Price Data: The client should provide historical and current pricing information for energy and power. This would enable a thorough analysis of price sensitivity and its impact on customer behavior.
* Demographic Data: Incorporating demographic information such as customer age, income, household size, and location can provide insights into the varying preferences and needs of different customer groups.
* Competitor Data: Obtaining data on competitors' pricing, promotions, and market share would allow for a comparative analysis and understanding of customers' choices and responses to market dynamics.
* Weather Data: Weather patterns have a significant influence on energy consumption. Access to weather data (temperature, humidity, etc.) would enable the identification of weather-dependent consumption patterns and help refine customer segmentation.