**Analysis of Customer Churn and Price Sensitivity**

**KEY FINDINGS:**

1. Key Findings:
2. The client's historical customer data and pricing data have been analyzed to study the relationship between price sensitivity and customer churn.
3. Price sensitivity has been calculated as the ratio of average variable price to average fixed price.
4. The correlation between price sensitivity and churn is found to be -0.0291, indicating a weak negative relationship between the two variables. This suggests that price sensitivity may not be the largest driver of churn in this dataset.

**Suggestions for Data Augmentation:**

1. Demographic information: Collect additional demographic information about customers, such as age, income, and location. This data can help identify patterns in customer churn based on demographic factors.
2. Customer satisfaction data: Obtain information about customer satisfaction, such as survey results or customer service interactions. This data could provide insights into the relationship between customer satisfaction and churn.
3. Competitor pricing data: Collect data on competitor pricing, as customers may churn due to better pricing options available in the market. Analyzing this data could help identify the impact of competitor pricing on customer churn.
4. Seasonal consumption patterns: Understand seasonal consumption patterns of electricity and gas for the customers. This could help identify any trends related to churn during specific periods of high or low consumption.
5. Customer interactions: Gather data on customer interactions with the company, such as customer service calls, emails, or chat logs. This data can help identify common issues that lead to customer churn.