**Findings**

* Less than 10% of costumer churned
* Client data is positively skew
* Outliers are present in client data and need to be removed before modelling
* Churning is present in only five sales channels which are the most active channels
* Price sensitivity is not proven to have any correlation with churn
* It is difficult to conclude on the hypothesis without feature engineering.

**Suggestions**

* Data containing company’s competitor price will be excellent for further analysis and comparison
* Average utility price across the country
* Complaint and feedbacks from all costumers including the churned ones.