

# Management Summary

## Data

- Historical customer, pricing, and churn data for approximately 14k customers
- Customer data is mostly complete, high correlation between some attributes
- Price data is missing a lot of values (prices are 0) → only fixed and variable off-peak prices are reasonably complete

## Key Findings

- Around 10% of customers have churned
- Data visualizations show that churn appears to be somewhat related to characteristics such as consumption, being an additional gas customer, contract length, or having multiple active products
- Various measures of price sensitivity (e.g. average price, absolute/relative price change) have some relationship to churn, but do not appear to be particularly strong predictors at first glance

## Additional Data

- Retrieve missing price data
- Granular consumption data for 2015 to better model price sensitivities
- Competitor price data to check for cross-price sensitivities → Churn may also be related to competitor price changes

## Next Steps

- Feature Engineering
- Modeling and Evaluation