**Key Findings after EDA**

* The correlation between churn and price variables is very low, which means that there is not a strong relationship between the two variables.
* Other factors, such as the quality of the product or service, the level of customer service, or the availability of alternatives, may be more important to customers than price.
* It is important to note that correlation does not equal causation. Just because there is no strong correlation between churn and price variables does not mean that price is not a factor.
* The best way to determine whether price is a factor in customer churn is to conduct further analysis.

**Suggestions for Data Augmentation:**

The client should provide me with additional data on the following factors:

* The quality of the product or service
* The level of customer service
* The availability of alternatives
* Customer satisfaction
* Customer loyalty
* Customer perceived value

By augmenting the data in this way, I will be able to conduct a more comprehensive analysis of the factors that contribute to customer churn.