1. The dataset is highly imbalanced, with much more nonchurn instances (90.28%) than churn instances (9.72%).
2. Most of the variables are not normally distributed.
3. The gas consumption and forecast gas price are not given.
4. We define the price sensitivity as the ratio between the percentage change in consumption and the percentage change in price.
5. Since we have an imbalanced dataset, it is essential to rescale the variables and undersample.
6. The correlation between the price sensitivity and the churn rate is low (0.082).
7. However, the correlation matrix indicates that all numerical dependent variables have low correlations to the churn rate.

According to our finding, it is suggested that there may be other sources that affect the churn rate. We would like the client to provide data in gas consumption and forecast gas price. We would also wish to get customer and price data of the client competitors. It will also be useful to have a dataset for the price of the electricity and gas in the market.