BCG Task 2 Summary

**EDA Findings:**

* Approximately 9.7% of customers have churned.
* There are outliers present in the data and these must be treated before creating the model.

**Conclusion on Hypothesis:**

* Customers are not sensitive to price changes.

**Suggestions:**

* Customer churn may be due to competitor providers offering more attractive prices.
* Client feedback from the PowerCo may reveal any hidden reason why customers switch providers.