# Summary and Data Augmentation Suggestions

## Key Findings:

1. The newly calculated feature 'avg\_price' shows a low but slightly more significant correlation with churn (approximately 0.0403) compared to the price sensitivity metric used earlier.

2. Other features like 'margin\_net\_pow\_ele', 'margin\_gross\_pow\_ele', and 'num\_years\_antig' show higher correlations with churn, ranging from -0.074 to 0.096. These could be considered as key indicators for churn prediction.

3. Features like 'avg\_price' are highly correlated with other existing features, suggesting that feature engineering or dimensionality reduction techniques might be useful in later stages.

## Data Augmentation Suggestions:

1. Customer Segmentation Data: Additional information on customer demographics could help identify specific segments that are more prone to churn.

2. Market Competitor Prices: Data on competitor pricing could provide insights into whether the company's pricing is competitive and how that affects churn.

3. Customer Feedback/Surveys: Gathering data through customer surveys could help understand customer satisfaction levels and the possible reasons behind churn.

4. Seasonal Trends Data: Information on seasonal consumption and pricing trends could help in understanding if churn has a seasonal pattern.

5. Open-source Datasets: Economic indicators like inflation rates could be included to understand the external factors affecting churn.