From the exploratory data analysis of the provided information from PowerCo, we see that 9.7% of customers churn. We see other factors that may be correlated with the churn rate, such as certain channels of sales contributing to higher than average percentage of churned users. In addition, users beginning their services with PowerCo in certain years (such as in 2003 and 2013) contribute disproportionally as well. The hypothesis that the churn rate is strongly correlated with price sensitivity was not immediately recognized and should be analyzed more with more data.

As suggested in the previous email, we should acquire competitor pricing at the time of customers ending contracts with PowerCo. We should also analyze data pertaining and power outages. Many entries in the price_df table have entries of zero energy usage. This suggests that customers are either systematically drawing no power at all at certain times or encounters outages at times.