**Key findings**

* About 9.72% of customers changed providers.
* Numeric variables on consumption are highly skewed.
* Changes in prices does not affect customer churn.

**Suggestions**

* Competitor price data – If other providers can gave a much better offer than the current provider, customers were more likely to transfer to new provider even if their current prices dropped.
* Need to clarify what values of zero in price data represent. If the prices of zero stand for free power or energy, what is the reason for that.
* Other possible factors, such as customer satisfaction. For example, if providers could keep providing excellent customer services, it is very likely a rise in prices will not lead to customer churn.