**Key Findings about churning customers and price sensitivity**

1. The average price of power for the 2nd period(peak) at which customers are churning away is greater than 10.
2. The average price of power for the 3rd period (mid peak) at which customers are churning away is at 7 and for no churning customers the average price is 6.
3. The average price of energy for the 2nd period(peak) at which customers are churning away is greater than 0.05 and for no churning customers the average price is at 0.05.
4. The average price of energy for the 3rd period (mid peak) at which customers are churning away is somewhat around 0.035 and for no churning customers the average price is around 0.027.
5. There is no difference in the avg. price of churning and non-churning customers. So, during off peak season, there might be some other reasons for churning of customers.
6. There is no difference in the avg. price of churning and non-churning customers. So, during off peak season, there might be some other reasons for churning of customers.

Suggestions for Data Augmentation

1. Client should provide us more data of customers like the Tariff Type, customer relationship with company, data about customer services etc.
2. We can also look for competitors’ data like their tariff plans, offers and discounts etc.