**Exploratory Data Analysis- Summary**

**Findings:**

● *Approximately 10% of customers have churned*

*● Consumption data is highly skewed and must be treated before modelling*

*● There are outliers present in the data and these must be treated before modelling*

*● Price sensitivity has a low correlation with churn*

*● Feature engineering will be vital, especially if we are to increase the predictive power of price sensitivity*

**Suggestions:**

● *Competitor price data - perhaps a client is more likely to churn if a competitor has a good offer available?*

*● Average Utilities prices across the country - if PowerCo’s prices are way above or below the country average, will a client be likely to churn?*

*● Client feedback - a track record of any complaints, calls or feedback provided by the client to PowerCo might reveal if a client is likely to churn*

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* Feature engineering will be vital, especially if we are to increase the predictive power of price sensitivity