**EDA Summary**

**I used datasets -client\_df and price\_df to study the relation between the costumers churn rate and various other parameters which were potential drivers.**

**By doing the Exploratory Data Analysis, I came up with some findings.**

* **Retention percentage is 90.2% and 9.7% customers have churned**
* **There are 8 sales channels, three channels show almost 100% retention rate.**
* **Customers availing only one service (electricity) are more likely to churn as compared to the customers availing electricity and gas.**
* **At-peak prices might be affecting the churn, though the price sensitivity has very little effect on the churn rate.**

**We should find observe the data deeply with other information to check if there are some other drivers of the churn.**