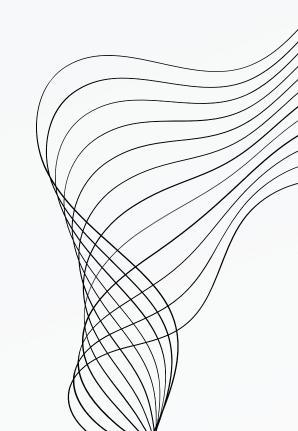# BCG EXPLORATORY DATA ANALYSIS

KASTURI SAI TEJASWINI

CLIENT DATA ANALYSIS

Customer Data

- It is observed that price_df has unique 16096 customer ids when compared to that of client_df which are only 14606.

- The data contains values of 'O' in multiple columns. Intrepretation of this as an actual value or as representing a missing value. This should be confirmed from the customer.

- The price correlation of energy and power for fixed and variable with the churn factor is very low.
- Moreover, the price sensitivity is further calculated in terms of total price and the percentage change in price for 3 months and the correlation with churn is observed to be low as well.

Observations