Dear Sir/Madam,

Based on the exploratory data analysis (EDA) conducted on the provided data, the following key findings have been observed regarding the relationship between price sensitivity and churn:

1. Pricing Variables: There is a correlation between certain pricing variables and customer churn. Further analysis revealed that customers with higher variable pricing or fixed pricing tend to have a higher likelihood of churning.
2. Usage Patterns: Customers with a significant difference between their forecasted usage and actual usage show a higher tendency to churn. This suggests that accurately predicting and meeting customer usage expectations can play a role in reducing churn.

Suggestions for Data Augmentation

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.

You can also have a overview of these things on the dashboard that I have created using tableau. [BCG-EDA | Tableau Public](https://public.tableau.com/app/profile/kadambari.patel/viz/BCG-EDA/Overview) Thanks.

Best regards,

Kadambari Patel

Data Scientist