Summary of EDA:

Observations:

* Around 10% of customers have churned.
* The consumption data is highly skewed and needs to be pre-processed before modeling.
* There are outliers in the data which need to be handled before modeling.
* Price sensitivity has a weak correlation with churn, indicating a weak linear relationship.
* Feature engineering is crucial to increase the predictive power of price sensitivity.

Suggestions:

* Consider competitor price data as a potential factor for predicting churn.
* Analyze how PowerCo's prices compare to the average utilities prices across the country.
* Analyze customer feedback, complaints, and calls to PowerCo to identify if a client is likely to churn.