Findings:

- About 10% of customers have churned.
- Customer churn is distributed over 5 of the 8 sales channels.
- The client consumption, forecast and margin data are significantly positively skewed. It has several outliers to the right side of the distribution.
- Clients who signed up for gas contracts are marginally less likely to churn.
- Clients signing up for more products are significantly less likely to churn.
- Fewer years of antiquity correlates with higher rates of churn.
- The pricing variables have a weak linear relationship with the customer churn. However, more feature engineering has to be done before more can be said about the correlation between pricing and churn.

Suggestions:

- Pricing data of competitors can be useful to understand if churn is related to the lower pricing of competitors.
- Customer service and feedback data can be collected.