The key findings from the data analysis are as follows:

1. **For the client data:**
    - About 9.7% of clients have stopped using the company's services.
    - The numerical data does not follow a normal distribution and is skewed towards the right.
    - Applying a log transformation on the numerical data makes the distribution closer to a normal curve, with many values consolidated around 0.
    - The data contains many outliers.
    - There may be a relationship between the year and churn, but no correlation between month and churn was observed.
    - Only 18.2% of customers have subscribed to gas, and the churn rate is higher among non-subscribers.
    - Some campaigns and sales channels are not producing favorable results and should be discontinued.

2. **For The price data :**
    - The data shows many 0 peak and mid-peak prices, but very few 0 off-peak prices.
    - There is little difference in the average price values between churn and non-churn clients, indicating that price is unlikely to be a significant factor in determining churn.

Suggestions:

1. We lack data from competitors, if we had that data, we could have drawn a comparison between prices.
2. Moreover for the time period for which the churn is high, competitors' data could have explained the switch.
3. Some feedback from clients on churn could have helped us better understand the reason behind the churn.
4. There are some zero values in price data variables, that is a little mystery, we might need to find reason behind it.