

**Observations:**

1. Customers are more likely to churn during the 4th year than the 7th year
2. The most popular electricity campaign is lxicpiddsbxsbsoboudacockeimpuepw which has brought 6,155 current customers.
3. In the last 3 months 1,419 customers have churned
4. There are currently 14,606 active clients
5. Customer retention is 90.3% in the last 3 months
6. Customer attrition is 9.7% in the last 3 months
7. This observation could be due to the 0 values for prices. Need the data with non zero values to observe correctly
  - The average price of energy for the 1st period was: \$0.14
  - The average price of energy for the 2nd period was: \$0.05
  - The average price of energy for the 3rd period was: \$0.03

*The average price of energy was declining in the last year.*


- The average power of power for the 1st period was: \$43.32
- The average power of power for the 2nd period was: \$10.69
- The average power of power for the 3rd period was: \$6.45

*The average price of power was declining in the last year.*

**Suggestions**

1. Competitor price data
2. Need to clarify what values of zero in price data represent. If the prices of zero stand for free power or energy, what is the reason for that?

3. These are the top customers focused to be retained

	id	num_years_antig	net_margin	
10718	d00e8a9951b5551d8f02e45f9ed2b0dd	3	10203.50	
12348	818b8bca0a9d7668252d46b978169325	4	4346.37	
7794	a3a739686fbd5ba8b4a21ec835507b6d	4	4305.79	
12624	ee98a86efa759681cc59c7d4e0d0312f	4	3407.65	
4876	9590c7a6100ae76ec078aa177ffb8d0d	3	3215.03	
3478	e7bdc7743d73a9bf94cc3c6a293fca93	4	2711.19	
4958	9a0411074f84ea385f555943f27a2d81	3	2653.59	
7236	41b7c011f9d87044bb2e297264e95080	6	2625.38	
10685	e5636f7ada7a80747af18b285632767e	10	2467.98	
9345	078b4e5f8ea9a2f5f4c667f2d2236791	4	2340.78	

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