

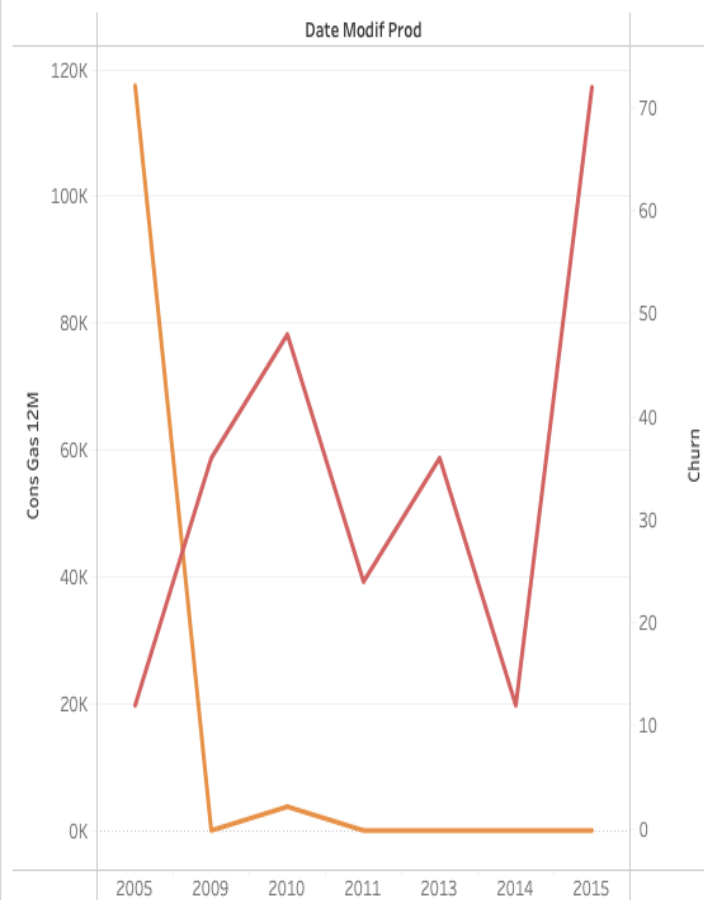
It seems that customers are more likely to churn if they are not a gas client and Channel Sales foosdf has seen the most customer churns



Customer churns are higher when electricity and gas consumption is lower, and we see the most churns in 2015

Columns	YEAR(Date Modif ..)
Rows	SUM(Cons Gas 12M)SUM(Churn)

Number of Customer Churns by Electricity Consumption and Gas Consumption



Id

(All)

Limit

Top 20 by SUM([Churn])

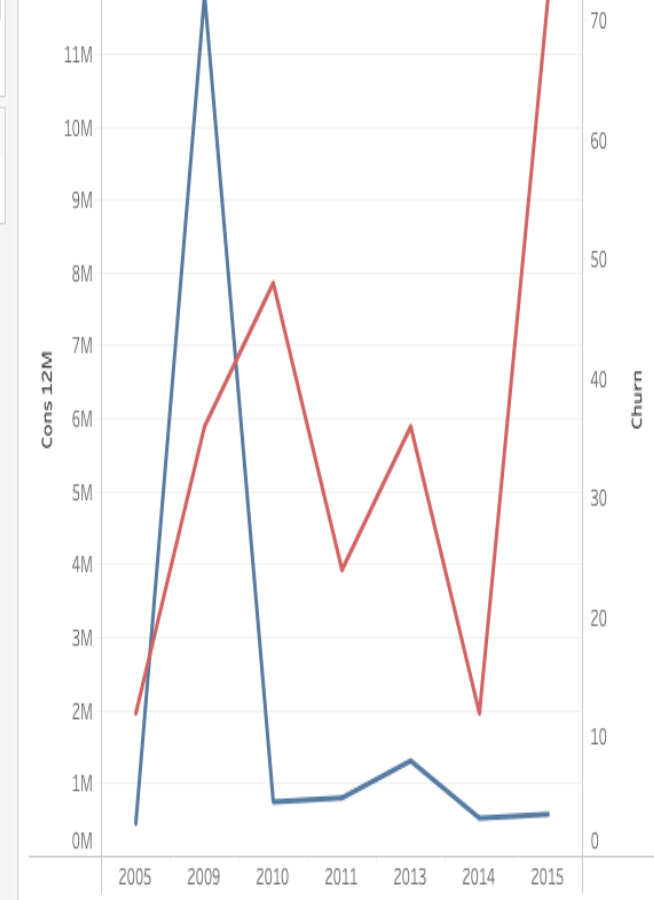
Measure Names

Churn

Cons Gas 12M

Columns	YEAR(Date Modif ..)
Rows	SUM(Cons Gas 12M)SUM(Churn)

Number of Customer Churns by Electricity Consumption and Gas Consumption



Id

(All)

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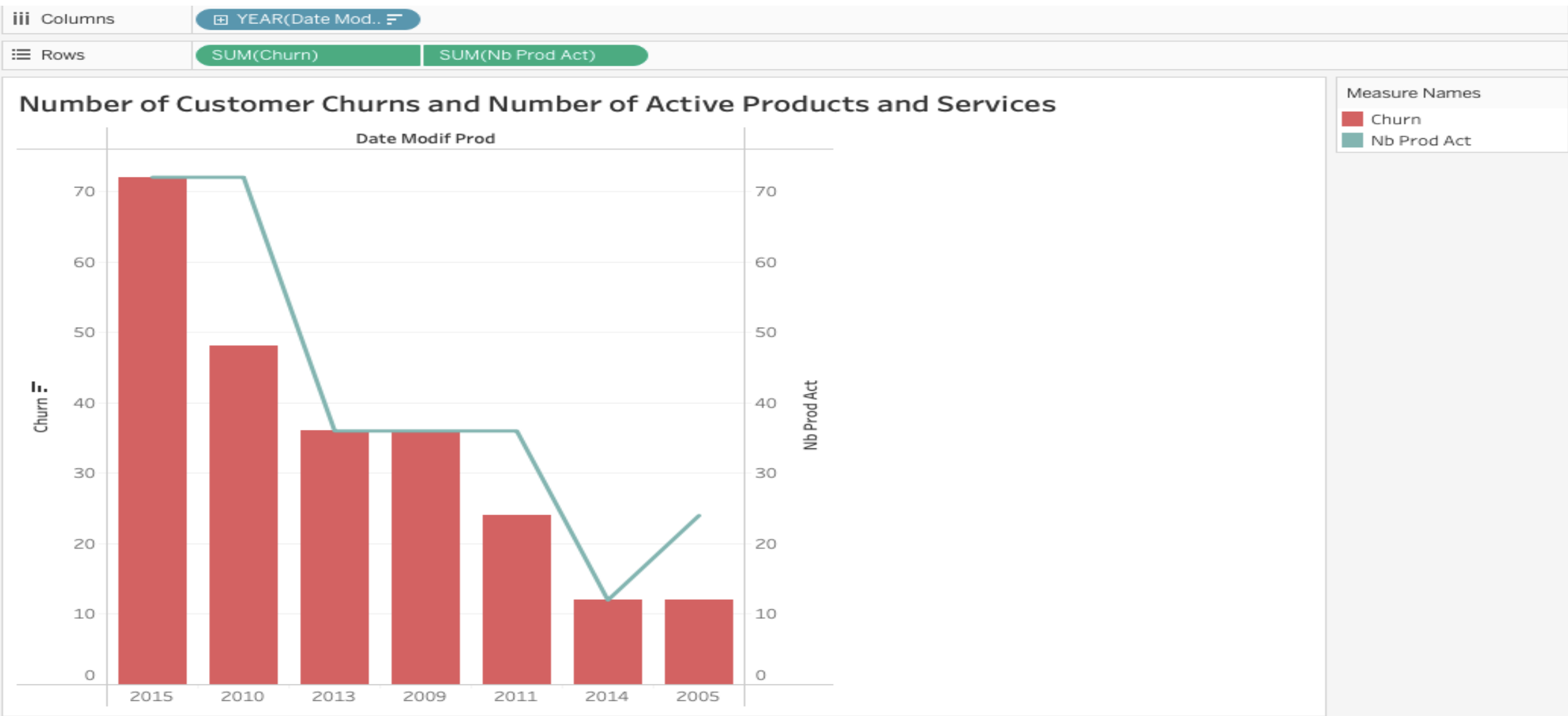
Top 20 by SUM([Churn])

Measure Names

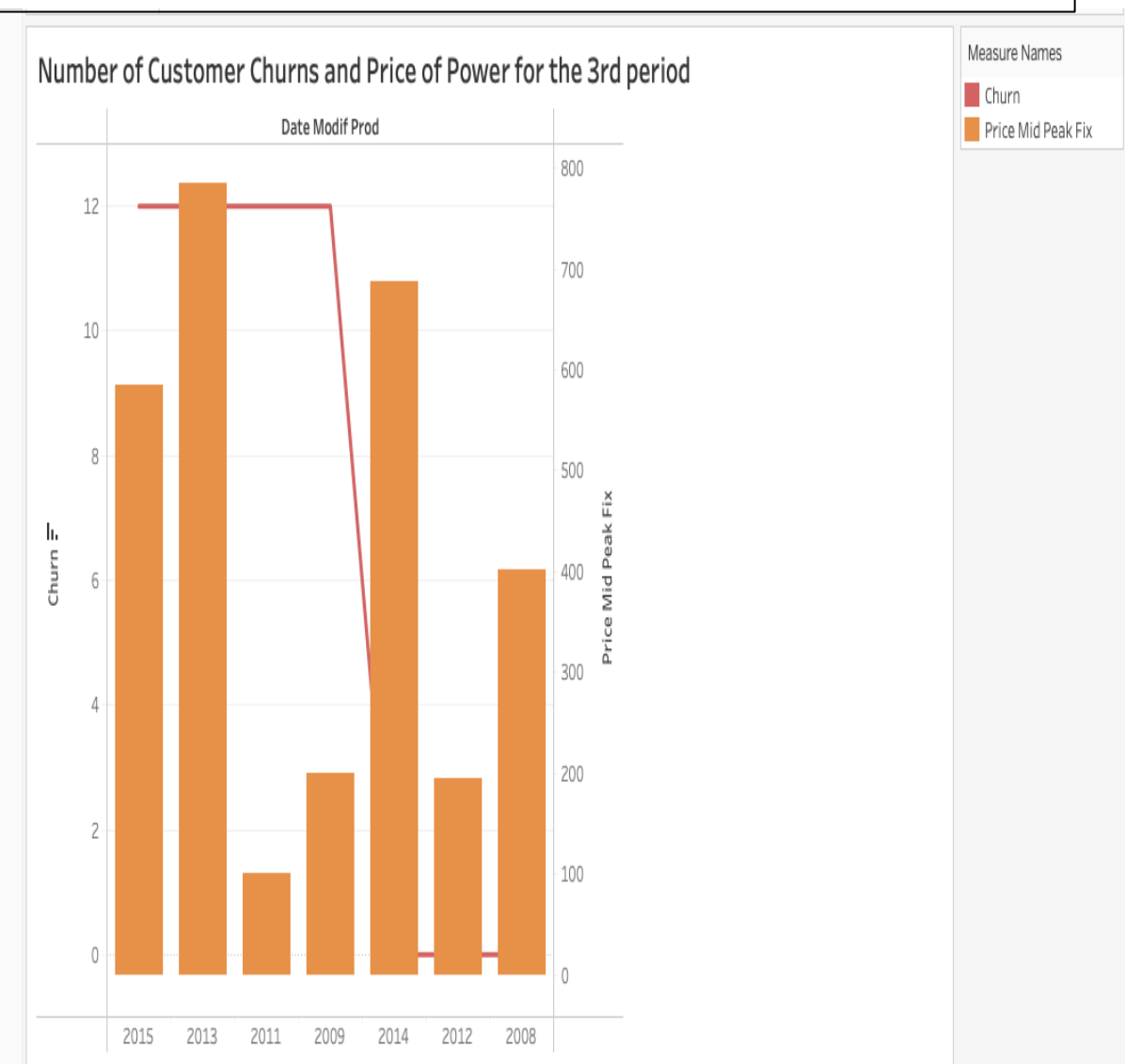
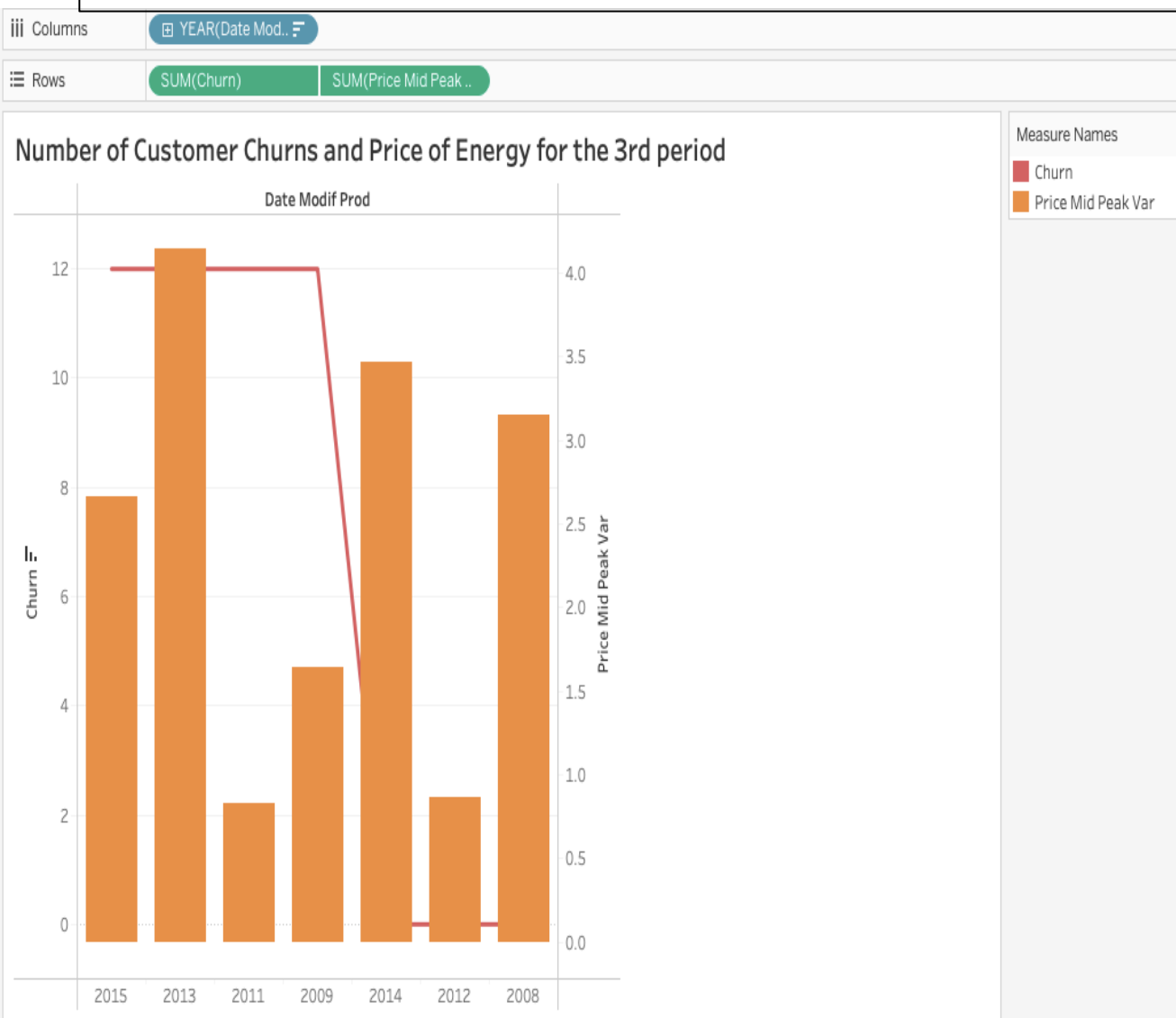
Churn

Cons 12M

We see another pattern is that the more number of active products and services we have, the higher the customer churns



We have seen the highest number of customer churns in 2015 and 2013, along with the highest price of power and highest price of energy in the third period in 2013. It seems to me that total churns is not really affected by the price because when we see high price or low, the churn is both high and low as well. We see similar patterns for the first and second period prices as well.



We see the highest net margin in 2014, followed by 2013. Also, it appears to me that customer churn does not affect net margin a lot because net margin is high and low whether the total number of churns is high or not.

