After undergoing analysis on the data provided by Power Co (graphs provided in the Jupiter book) for the clients and prices, we have compared many comparisons for the customers churn along with many different factors as consumption, gas contracts, forecasts, margins & subscribed power.

The churn percentage is 9.7%, we can conclude from our visualization that it is the most visible on increased consumptions & forecasts. But it fairly divided between the other factors showing normal behaviour.

We also noticed a 10.1% churn for contracts with gas.

For the hypothesis of the price, after calculating the correlation between the price & churn and obtaining mostly positive results and minimal negative ones, we can confirm it being true.

Going forward we would need to build a predictive model, train and test where we can include a 20% sale and compare it to the churn from before, where we can identify if that sale can help decrease the churn.

We would like to have a data set where we could have the actual price, the churn percentage & a column of the actual price discounted by 20%.