**Findings:**

* Approximately 10% of customers have churned
* Consumption data is highly skewed and must be treated before modeling.
* There are outliers present in the data and these must be treated before modeling.
* Price sensitivity has a low correlation with churn
* ●Feature engineering will be vital, especially if we are to increase the predictive power of price sensitivity

**Suggestions:**

* **Competitor price data** - perhaps a client is more likely to churn if a competitor provides a better price.
* **Client feedback** - a track record of any complaints, calls or feedback provided by the client to PowerCo might reveal if a client is likely to churn