Summary

Key findings:

1. Around 9.72% of the customers change their providers
2. Among the cutomers whose off-peak enery prices increased, around 9.72% of customers changed their providers.
3. Type 4 is the most common sales channel. Type 1, 3 and 6 sales channels are very rare.
4. Type 4 is the most common electricty campaign that customers first subscribed to. Very few customers first subscribed to Type 0, 1 and 5 electricity campaign.
5. Numeric variables on consumption are highly skewed.
6. Only 18.15% of the clients were also gas clients.

Suggestions:

1. we can see no matter how prices changed, proportion of churning customers always stayed around 9.72%. In other words, changes in prices did not affect customer churn. Therefore, we can conclude customers were not sensitive to prices.
2. Competitor price data – If other providers can gave a much better offer than the current provider, customers were more likely to transfer to new provider even if their current prices dropped.
3. 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.
4. Other possible factors, such as customer satisfaction. For example, if providers could keep providing excellent customer services, it is very likely a rise in prices will not lead to customer churn.