We found that:

1. There is a massive growth of customers at PowerCo from 2009 to 2013, while a great churn of customers occurs in 2016.
2. Clients mostly renewed or update their services and products from PowerCo in 2015.
3. Despite that the distribution of client operations by month seems balanced, for clients, November is the most popular month to activate contracts with PowerCo, February is the most popular month to end contracts with Power, June is for updating products, and March is for the next contract renewal.
4. 82% of clients only have the electricity service from PowerCo, and they are highly potential to churn.
5. The majority (mostly 90%) of clients have less than 3 products from PowerCo, and the fewer products a client has, the more they are likely to churn.
6. The majority of clients have been staying with PowerCo for 3 to 7 years. However, the clients stayed for 4 years is the most potential to churn. After staying for more than 4 years, the churn rate is gradually reducing.
7. 42.5% of clients (the most) are referred from the campaign lxidpiddsbxsbosboudacockeimpuepw, 6% churn occurred. 27.8% cliensts origined from the campaign kamkkxfxxuwbdslkwifmmcsiusiuosws, and the churn rate was 1.8%. The campaign ldkssxwpmemidmecebumciepifcamkci brought 19.7% of clients, but 1.8% of them churned.
8. The consumption groups can prove that the fewer clients consumed, the more they are the potential to churn.