

# PowerCo's EDA **Summary**

## Findings:

- *Approximately 9,7% customers have churned*
- *There are outliers present in the data and these must be treated before modelling*
- *Customers are not sensitive to price changes*

## Suggestions:

- *Customer churn maybe due to competitor provider offer more attractive price.*
- *Client feedback of PowerCo may reveal the hidden reason why customer switch provider.*