

KEY Findings:

- Around 90% people stayed while 10% left in the last three months
- Average price of energy increased in 2nd period, but fell in 3rd period.
- Average price of power was highest in 1st period, but fell drastically in 2nd and 3rd period.
- Minimum price of energy is zero, making a possibility of few customer churn.
- Variations exist between average values and maximum values, creating a possibility of outliers
- Average tenure of customer is 5 years. Some leave after 1 year, while some stay for as long as 16.
- Average net margin is \$217.
- Average age of customer attrition is 5 years.
- Average age of customer churn is about 4 years.
- The most popular campaign is "Ixidpiddsbxsbosboudacockeimpuepw"
- Since most of the top performers are in the average age of churn, special emphasis should be given to retain them.