# 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 "lxidpiddsbxsbosboudacockeimpuepw"
* Since most of the top performers are in the average age of churn, special emphasis should be given to retain them.