**Key Findings**

1. The median age of churners is 4 years
2. Customers are more likely to churn during the 4th year than the 7th year
3. The median age of retained customers is 5 years
4. The most popular electricity campaign is lxidpiddsbxsbosboudacockeimpuepw which has brought 6,584 current customers.
5. The electricity campaign attributable to the highest total net margin is lxidpiddsbxsbosboudacockeimpuepw. Netting $1,541,159.95 in 2015.
6. Most profitable customers in terms of net margin are within the likely tenure of attrition.