

As a Business Intelligence Analyst at Gulf Researcher, you've been tasked to investigate a dataset

from an example telecommunication company called SkyLink and analyze their churn rates. Analyzing churn doesn't just mean knowing what the churn rate is: it's also about figuring out why

customers are churning at the rate they are, and how to reduce churn. You'll answer these questions by creating measures and calculated columns, while simultaneously creating eye-catching report pages using Microsoft Power BI.

You will be provided with the following:

- 1- Dataset containing information about SkyLink customers
- 2- Metadata sheet including column definitions of the dataset

Your task is to use Microsoft Power BI to create eye-catching report pages and dashboards. The goal is to help SkyLink gain a deeper understanding of their customer churn. By analyzing the data,

you will provide insights into the main factors affecting churn. This will aid SkyLink in better managing their customer relationships and reducing churn.

SkyLink has also asked some specific questions that we would need to answer throughout our analysis. This is the list of questions as shared by SkyLink:

- 1- What's the current churn rate and what is the most prevalent churn category?
- 2- Is the churn rate different per state? What is the state with the highest churn rate?
- 3- Is the churn rate different per age group? What is the churn rate for the different age groups? In general, what is the relationship between age and churn?
- 4- For customers in Groups, what is the group size that has the lowest churn rate?
- 5- There are different contract types (One Year, Two Year, and Month-to-Month), is there a difference in churn between customers with yearly contracts and the ones with monthly contracts?
- 6- SkyLink has a hypothesis that people who are not on an unlimited data plan are more likely to churn. How does the unlimited data plan influence the churn rate as well as the amount of data (GB) being consumed?
- 7- How does the customers' international activity affect churn?
- 8- SkyLink also wants to improve its customer service since there have been some reported issues. Your job is to investigate three important topics related to customers: the payment method, the contract type, and how many months a person has been a customers. Is there any relationship between these topics and customer churn?
- 9- What is the churn rate for customers who are not in a group plan, that belong to the age group 50, and who have an account length of 12 months or less?
- 10- SkyLink have asked us to create a report to help them understand the data collected for the customer service calls. You need to create a report to help them capture the important information.
- 11- What is the average number of customer service calls for customers who are on a monthly contract and pay by direct debt? What is the churn rate for those customers?
- 12- SkyLink has asked us to also provide some insights regarding the Extra Charges (Extra

International Charges & Extra Data Charges).

13- What are the average extra data charges for customers who are not on an unlimited data plan and consumed 10 or more GB?

Your deliverable should be as follows:

- 1- Microsoft Power BI Interactive Report to help SkyLink visualize the analysis outcome
- 2- An Excel file for the 10 questions, a column for the questions and a column for your answers