

Task 2: Data Visualization and Storytelling

Objective: Create visualizations that convey a compelling story.

Tools: Power BI

Deliverables: Visual report (PDF or dashboard screenshots)

Hints/Mini Guide:

1. Choose right chart for the data
2. Avoid clutter and overuse of colors
3. Highlight key takeaways
4. Add context to each chart
5. Focus on business insights, not just visuals
6. Create summary slide/storyboard

Dataset Used: Customer Churn Dataset

Visual Story:

- Top Left: Bar chart showing customer service calls by state.
- Bottom Left: Bar chart comparing service calls by churn status.
- Top Right: Pie chart showing voice mail plan distribution.
- Bottom Right: Line chart comparing account length and area code by churn.

Outcome: Master the art of visual storytelling with charts and graphs.

