

Churn Analytics Dashboard for SSE Telecom (Power BI – Distinction-Grade MSc Project)

By

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MSc in International Business with Data Analytics

How can SSE Telecom reduce churn and protect recurring revenue?



High churn = loss of recurring revenue



Business needs visibility on customer risk



Data can inform proactive retention strategy



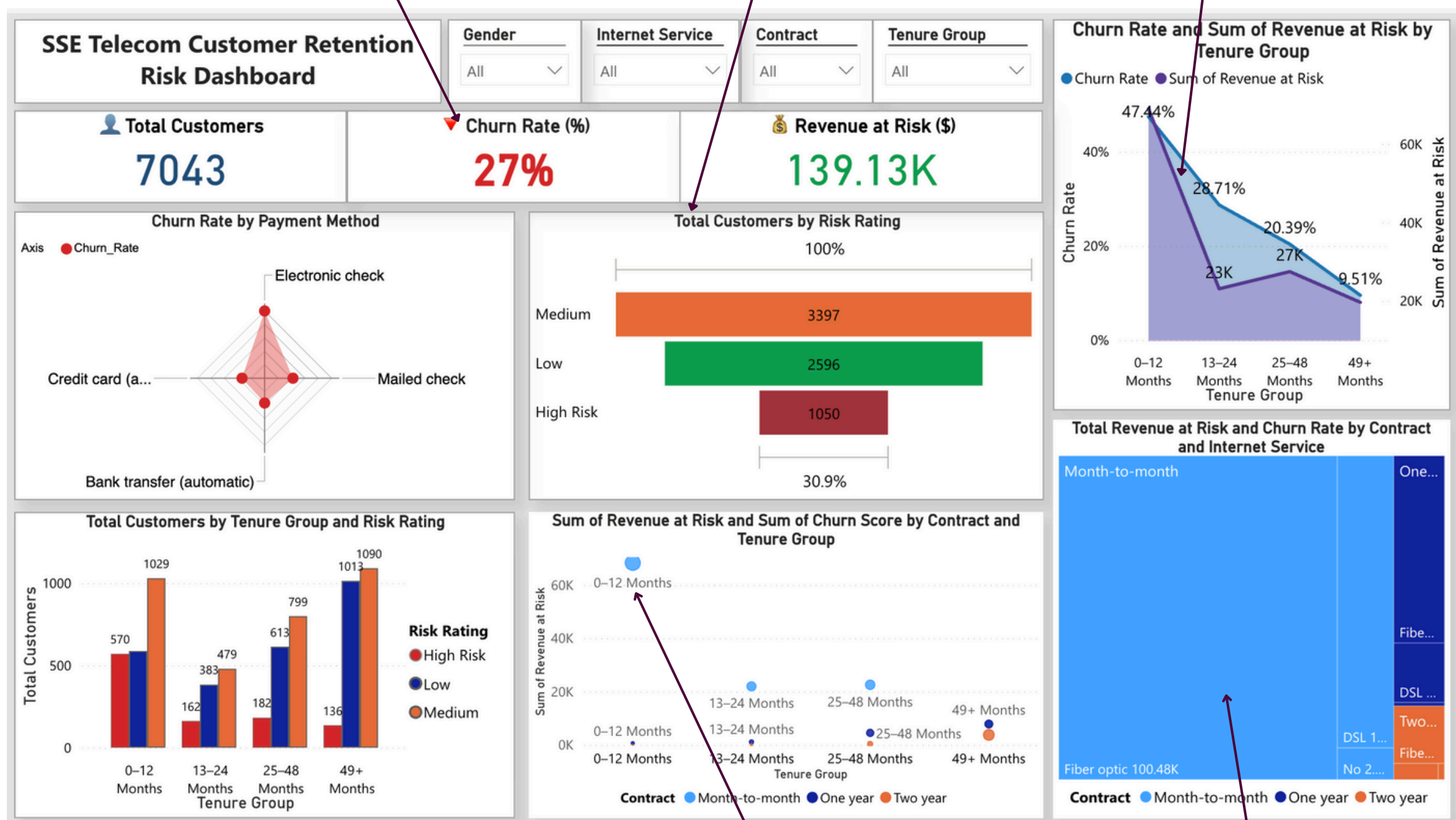
Interactive Churn Dashboard (Built in Power BI)

Identifying customer risk segments & revenue threats

⚠️ 27% of customers churned
Focus area for retention strategy

🔍 1 in 3 customers at high risk
Prioritize intervention

📉 High churn in early tenure
Target onboarding experience



📊 Medium-risk segment dominates
Retention potential is high

💰 \$60K at risk from new customers
High-value churn exposure

📦 Majority churn from Month-to-Month contracts
Switch to longer-term offers

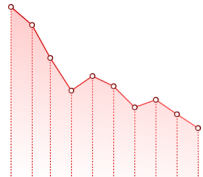
Power BI Skills Applied

$f(x)$

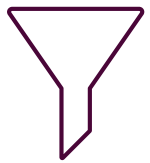
DAX Measures: Churn Score, Revenue at Risk



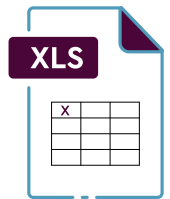
Tooltip Pages for Drilldown Analysis



Combo & Radar Charts



Slicer-Based Filtering (Tenure, Contract, Internet)



Excel Preprocessing for ETL logic

Strategic Impact of the Dashboard

KPI Highlights:   7032 customers analysed |  \$23K at risk

- Helps executives identify at-risk customers
- Forecasts monthly churn loss
- Supports targeted retention campaigns
- Informs contract design & billing strategy



What I Learned (Beyond the Dashboard)

- Designing BI tools for business, not just data
- Communicating technical insights visually
- Translating analysis into strategic decisions