Customer Churn Analysis

Functional Requirement Document

**INDEX**

|  |  |  |
| --- | --- | --- |
| Sr.no | Description | Page no. |
|  | Executive Summary   * Purpose of Document * Key Deliverable * Data Sources * Key Result Areas * Features | 3  3  3  3  3 |
|  | Business Requirement   * Requirement Description * Data Sources * Kpis | 4  5  5  5 |
|  | Functional Requirement   * Analytical Process Workflow | 6 |
|  | Data And Data Quality Requirement |  |
|  | Project Timeline | 6 |

# ➢ EXECUTIVE SUMMARY

# Purpose of this document

# The objective of this documents is to describe the Customer churn, or attrition, is the rate at which clients opt out of purchasing more of a company’s products or services. Customer churn analysis is a method of measuring this rate.

# Key Results Areas

# Customer churn analysis helps businesses understand why customers don’t return for repeat business.

# Churn rate tells you what portion of your customers leave over a period of time.

# It’s often useful to look at churn by product, region or other granular factors.

# Key Deliverable

* Documents
* Reports and Dashboards
* Application

# Feature

* Churn analysis simply tells you what percentage of your customers don’t return compared with the percentage who conduct repeat business. By digging deeper into these numbers, you may be able to identify trends that can avert failure or take an already successful product or service to the next level.
* Methods to measure customer churn include calculating this KPI over various timeframes and trending those results; high-performing firms also measure the financial results of customers leaving and then benchmark those numbers against key performance indicators (KPIs) critical to the business’s profitability.

# Business Requirement

* Customer Churn Analysis will integrate data from multiple sources and serve as integrated reporting and analytics data repository. Customer Churn Analysis will contain all commercial data:
* Customer id
* gender
* senior citizen
* partner
* dependents
* tenure
* phone service
* multiple lines
* internet service
* online security
* online backup
* device protection
* tech support
* streaming tv
* streaming movies
* contract
* paperless billing
* payment method
* monthly charge
* total charge
* no of admin tickets
* no of tech tickets
* churn

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# Requirement Description

* The key system requirements is the implementation of the following business application areas.
* **Data Source**

|  |  |
| --- | --- |
| 1 | Microsoft Excel |
| 2 | Microsoft File (CSV) |
| 3 | Oracle 11g Database |

# KPI’s

# ⮚ No of Customer at risk

# ⮚ No of Technical tickets

# ⮚ No of Technical tickets

# ⮚ Yearly charges

# ⮚ Monthly charges

# ⮚ Senior Citizen %

# ⮚ Partner %

# ⮚ Dependents %

# ⮚ Male and Female %

# ⮚ Subscription time with % for different category

# ⮚ Customer Account information should have following information,

# Payment method and payment %

# Paperless billing and its Billing %

# Average Monthly and total charges

# ⮚ Contract type and its % of contract

# ⮚ Phone Service %

# ⮚ Streaming TV %

# ⮚ Streaming Movies %

# ⮚ Device Protection %

# ⮚ Online backup %

# ⮚ Tech Support %

# ⮚ Online Security %

# ⮚ Internet Service Provide along with its % of Service providers

# ⮚ Multiple line yes % with phone services

# ⮚ Multiple line No % with phone services

# ⮚ Total Customers

# ⮚ Churn Rate %

# ⮚ Total Churn Customers

# ⮚ Yearly charges

# ⮚ Technical tickets

# ⮚ Admin tickets

# ⮚ Churning by Internet service provider in %

# ⮚ No of customer Churn by Internet service provider.

# ⮚ Internet service provider wise Monthly charges

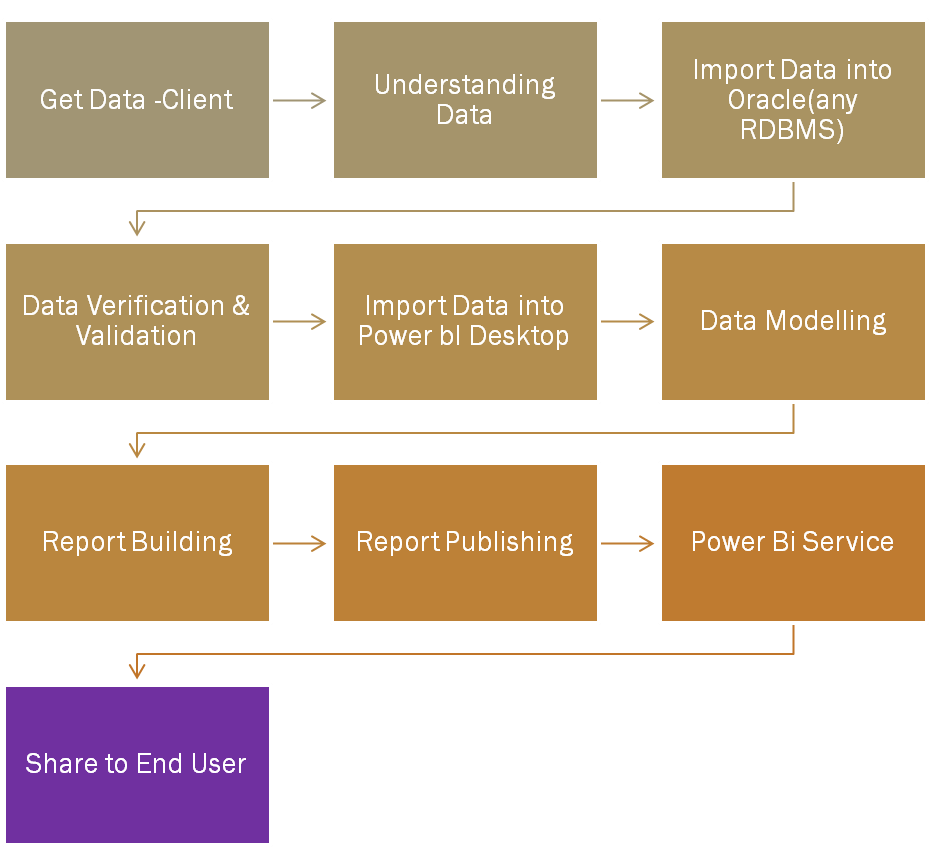
# ⮚ Contract type wise No of customers and its churn %

# ⮚ Years of contract by its customer and churn %

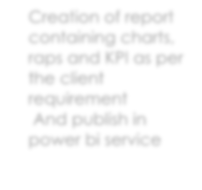
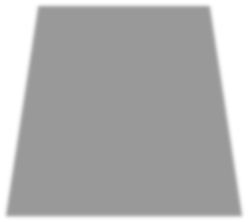
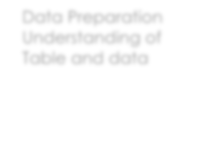
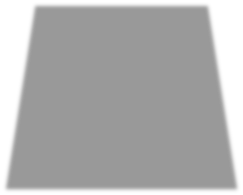
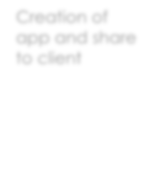
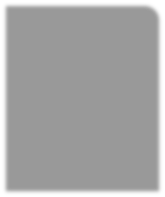
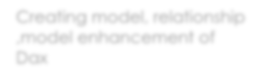
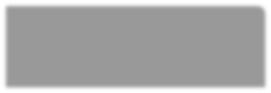
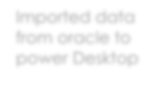
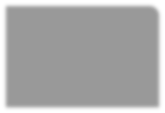
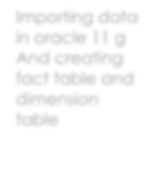
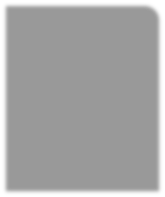
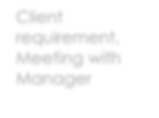
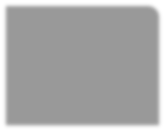
# ⮚ Payment method wise churn % and Monthly charges

**Functional Requirements**

1. Analytical Process Workflow



PROJECTTIMELINE



Importing data in oracle 11g And creating fact and dimension table

Client requirement, meeting with the manager

Imported data from oracle to power Desktop

C

Creation of app and share to client

Creating relationship, model enhancement of Dax

**START DATE 18/07/2022**

**END DATE 23/07/2022**

Creation of charts, KPI’S as per the client requirement and publish it to the service

Data preparation understanding of table and data