Churn Analysis

# Learning

1. Business Requirement Document (BRD)
2. Functional Requirement Document (FRD)
3. Data Gathering

Data loading from excel, csv, MySQL server

1. Data Cleaning / Data Transformation
2. Data Modeling
3. UI (power view report)
4. Dax Function
5. Enhance UI
6. RLS
7. Create workspace and provide workspace access
8. Publish the report to workspace
9. Dashboard/ mobile view create as an app
10. Getaway (one time step)
11. Schedule a refresh
12. Add roles to security
13. Subscribe, manage alerts
14. Share the report

# Insights

## KPI

1. Total Customer: 100000
2. Active Customers: 5151
3. Inactive Customers: 4849
4. Credit Card holders: 7055
5. Not credit card holders: 2945
6. Exits Customers: 2037
7. Retains Customers: 7963

## Filters

1. Year wise
2. Month wise
3. Location wise
4. Active wise
5. Exit wise
6. Gender wise

## Charts

1. Bar chart using year and month on x-axis and total customers on y-axis and legend have active category
2. Line chart using month on x-axis and Exits customers on y-axis and previous month customers on 2nd y-axis
3. Pie chart using total customers by genders
4. Bar chart using total customers by credit type
5. Pie charts using category

## Challenges

1. Bookmarks
2. Bookmarks Navigators is not working
3. Left and right buttons is not working

Interview Question

1. What is different between import mode and direct query mode in power bi ?
2. What type of transformation you have done, where or what in power bi
3. What is data modeling in power bi
4. What type of schemas you have worked in power bi
5. What are type of RLS and theirs difference in power bi?
6. How will you refresh the data in power bi?
7. How many time you schedule refresh?
8. Why we use getaways
9. What is different between dashboard and reports?
10. Why not slicer is not pinning in dashboard
11. Why we need manage alter

Creations of measures:

1. Active Customers = CALCULATE(COUNT(Bank\_Churn[CustomerId]),ActiveCustomer[ActiveCategory]="Active Member")
2. Total Customers = COUNT(Bank\_Churn[CustomerId])
3. Inactive Customers=[Total Customers]-[Active Customers]  
   or
4. Inactive Customers = CALCULATE(COUNT(Bank\_Churn[CustomerId]),ActiveCustomer[ActiveCategory]="Inactive Member")
5. Credit card holder = CALCULATE(COUNT(Bank\_Churn[CustomerId]),'CreditCard'[Category]="credit card holder")
6. NonCredit card holder = CALCULATE(COUNT(Bank\_Churn[CustomerId]),'CreditCard'[Category]="non credit card holder")
7. Exits Customers = CALCULATE([Total Customers], 'ExitCustomer'[ExitCategory]="Exit")
8. Retain Customers = CALCULATE([Total Customers], 'ExitCustomer'[ExitCategory]="Retain")
9. Previous Month = CALCULATE([Exits Customers],PREVIOUSMONTH(Datemaster[Date]) )
10. Churn % =

 VAR EC=[Exits Customers]

 VAR TC=[Total Customers]

 VAR Churnpect=DIVIDE(EC,TC)

 RETURN Churnpect

Columns created:

1. credit type =SWITCH(TRUE(),Bank\_Churn[CreditScore]>=800 && Bank\_Churn[CreditScore]<=850,"Excellent", Bank\_Churn[CreditScore]>=740 && Bank\_Churn[CreditScore]<=799,"Very Good", Bank\_Churn[CreditScore]>=670 && Bank\_Churn[CreditScore]<=739,"Good",

Bank\_Churn[CreditScore]>=580 && Bank\_Churn[CreditScore]<=669,"Fair",

Bank\_Churn[CreditScore]>=300 && Bank\_Churn[CreditScore]<=579,"Poor",