

# Task 2: Customer Retention

## General KPIs-

**Average MonthlyCharges** = AVERAGE('01 Churn-Dataset'[MonthlyCharges])

**Average TotalCharges** = AVERAGE('01 Churn-Dataset'[TotalCharges])

**Churn Count** = CALCULATE(COUNT('01 Churn-Dataset'[Churn]), '01 Churn-Dataset'[Churn]="Yes")

**Churn Rate %** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[Churn]), '01 Churn-Dataset'[Churn]="Yes"), COUNTROWS('01 Churn-Dataset'))

## Feature-wise Churn Breakdown-

**% Senior Citizen** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[SeniorCitizen]), '01 Churn-Dataset'[SeniorCitizen]=1, '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[SeniorCitizen]), '01 Churn-Dataset'[Churn]="Yes"))

**% Partner** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[Partner]), '01 Churn-Dataset'[Partner]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[Partner]), '01 Churn-Dataset'[Churn]="Yes"))

**% Dependents** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[Dependents]), '01 Churn-Dataset'[Dependents]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[Dependents]), '01 Churn-Dataset'[Churn]="Yes"))

**% Tech Support** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[TechSupport]), '01 Churn-Dataset'[TechSupport]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[TechSupport]), '01 Churn-Dataset'[Churn]="Yes"))

**% Device Protection** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[DeviceProtection]), '01 Churn-Dataset'[DeviceProtection]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[DeviceProtection]), '01 Churn-Dataset'[Churn]="Yes"))

**% Online Security** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[OnlineSecurity]), '01 Churn-

Dataset'[OnlineSecurity]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[OnlineSecurity]), '01 Churn-Dataset'[Churn]="Yes"))

% **Phone Services** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[PhoneService]), '01 Churn-Dataset'[PhoneService]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[PhoneService]), '01 Churn-Dataset'[Churn]="Yes"))

% **Streaming TV** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[StreamingTV]), '01 Churn-Dataset'[StreamingTV]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[StreamingTV]), '01 Churn-Dataset'[Churn]="Yes"))

% **Streaming Movies** = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[StreamingMovies]), '01 Churn-Dataset'[StreamingMovies]="Yes", '01 Churn-Dataset'[Churn]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[StreamingMovies]), '01 Churn-Dataset'[Churn]="Yes"))