# Projects Goals

Create an entire ETL process in a database and a power bi dashboard to utilize the customer data and achieve below goals:

1. Analyze Customer Data at below levels:
   * 1. Demographic
     2. Geographic
     3. Payment & Account info
     4. Services
2. Study churner profile & identify areas for implementing marketing campaigns
3. Identify a method to predict future churners

Metrics Required

Total Customers

Total Churn & churn rate

New Joiners