🚀 **Project Spotlight: Bank Customer Churn Analysis with Power BI** 🚀

🔍 **Project Overview**: Developed an interactive Power BI dashboard to analyse and predict customer churn for RBC bank.

**🎯 Why This Matters:** Understanding customer churn is crucial for any business, especially in the banking sector. The goal was to identify key drivers of churn and provide actionable insights for customer retention.

**🔍 Key Insights:**  
  
Active Vs Inactive Customers: Analysed distribution of Active and Inactive customers over the year using clustered bar chart.  
Customer Segmentation: Visualized customer data by age, gender, geography, and credit card status to understand different segments better.  
Churn Rate Analysis: Investigated percentage of churn trends over every year and month.

💡 **Key Highlights**:

* Cleaned and transformed data using Power Query.
* Created relationship between fact table (Bank Churn) and dimension tables (Geographical, Gender, Credit Card etc.) directly using Star Schema concept.
* Created churn prediction models using DAX measures.
* Calculated important KPI’s to evaluate current status and to take action oriented decisions.
* Designed visuals like bar chart, pie chart, line chart, waterfall chart to check trends and pattern to understand customer behaviour.
* Provided insights that highlighted account age and transaction activity as key churn predictors.
* Used Button for page navigation, bookmarks to show more visuals and to reset filter selection.
* Created Dynamic axis using field parameter to show exit customer by age group and credit type on single visual.

📊 **Tools**: Power BI, DAX, Power Query, Excel

🔧 **Outcome**:

1.The churn rate percentage is 20.4%

2.Females experience a higher churn rate compared to males.  
3.Germany exhibits the highest churn rate at 32.4%.  
4.The age group between 41-50 has the highest churn rate.  
5.The customer with low credit score are likely to exit and customer with high credit score are likely to retain.

**Recommendations:**  
Based on the findings, here is a set of actionable recommendations that I made to the bank:  
- Focus on retaining female customers  
- Strengthen communication and informational programs  
- Modify the marketing strategy and/or benefits of the products  
- Offer personalized financial plans that target the 40-65+ age group  
- Improve customer satisfaction  
  
By implementing these recommendations, the bank can witness a positive impact on customer retention. Not only will this foster a sense of trust and loyalty among existing customers, but it will also attract new clients looking for a reliable and customer-centric banking experience.