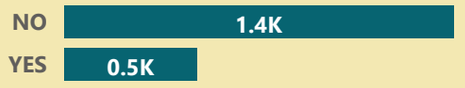
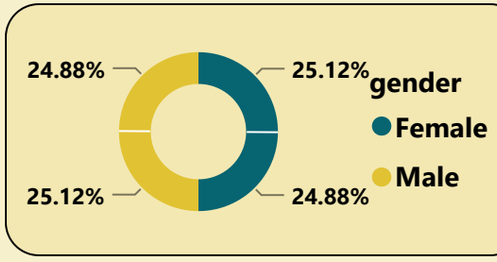
CUSTOMERS & CHURNERS RETENTION REPORT

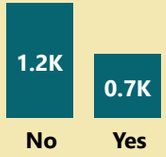
DEMOGRAPHICS

SeniorCitizen

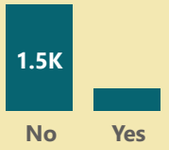




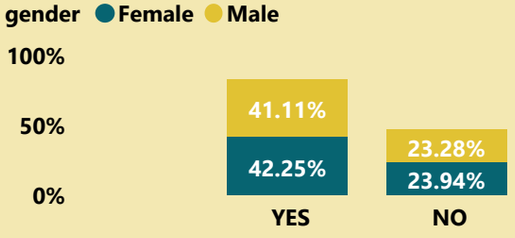
Partner



Dependents



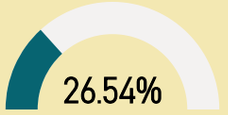
SeniorCitizen and gender



Churn

All

% Churn

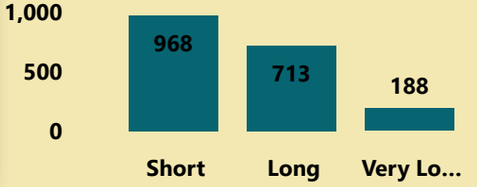


Total Customer
7,043

Total Churned...
1,869

CONTRACTS

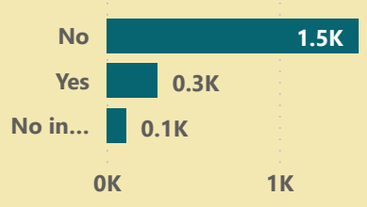
Tenure Category



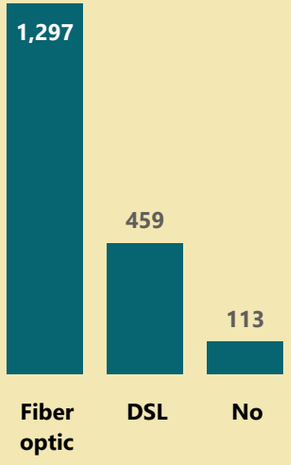
PHONE SERVICES

PhoneService

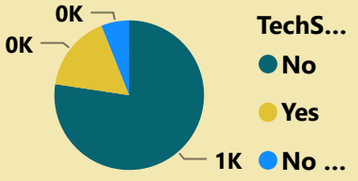
OnlineSecurity



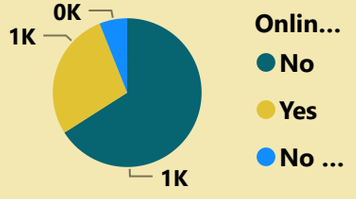
InternetService



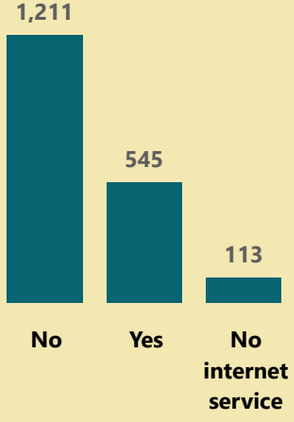
Tech Support



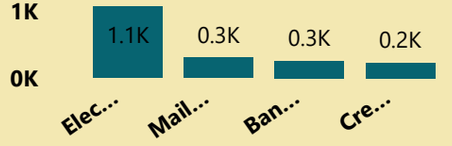
Online Backup



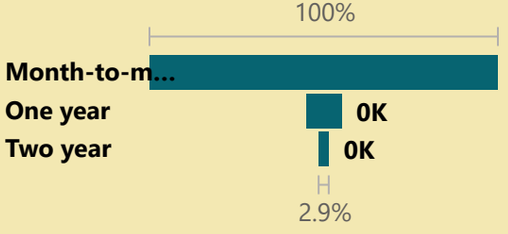
Device Protection



PaymentMethod



Contract



The top 6 Key Influencers are,

1.Month to Month Contract.

2.Number Of Tech Support.

3.Charges

4.Online Security.

5.Subscribers (Short, Long, Very Long).

6.Internet Service.

FINDINGS

There were 7032 Customers this month. 1869 Churned. The churn rate was 26.58%.

50.24% and 49.75% of customers who left company were women and men respectively.

74.53% of customers who left company are not senior citizens.
This shows that the churn rate is higher among the younger population.

On partner analysis, 64.21% of those who left and had no partners. Again, this can be attributed to the churn rate being higher among the younger customers.

Suggestions for What Changes to be Need:

1.First thing I did was load the churn dataset into Power Query, the data set contained columns & rows. The next thing was to create a conditional column replacing 0 & 1 to "NO" & "YES" respectfully for the "senior citizens" column and changed the data type to text.
2.After that, I checked for the null values and found out and I filter them out.
3.Then I created some DAX Measures. For, Percentages of Males, Females, Total Customers, And Total Churners.
4.After that, Not DAX measure but I grouped the "tenure" column into three;

- Short: Less than or equal to10 months.
- Long: Less than or equal to 50 months.
- Very Long: If ELSE.