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| PERFORMANCE ASSESSMENT OF  REPRESENTATION AND REPORTING  D210  D208  BY KOFFI M. GANU |
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**Introduction**

People often say in business: “It takes a month to find a customer but a second to lose one.” The primary goal of any company is to maintain its customers as long as possible. It is with this in mind that, especially with the advent of the use of data, these companies hire data specialists (Data analysts, Data scientists) for strategies and recommendations for the improvement of their company’s services. In the rest of our project, we will, on the one hand, create an interactive tableau dashboard to support executive decision-making and, on the other hand, provide a link to our storytelling with data.

**PART I**

A1-

The datasets used to create our dashboard are:

* Churn\_clean
* WA-Fn-UseC. Telco-customer\_churn

The two datasets will be submitted together with our hard paper.

A2-

Getting access to my Tableau dashboard is easy. You will just follow the link for my dashboard, and if you have a Tableau reader or Tableau software, it will be open, and you will get access through it.

A3-

Here, we will give instructions to navigate through our dashboard. First, we want to let you know that our dashboard tried to explain how the churn rate is influenced by customer age group, gender, contract, and payment method. Our dashboard contains:

* Two key performance indicators from both datasets.
* Four different data representations: churn count by payment method, churn count by age group, churn count by contract and monthly charge, and churn by gender.
* Two filters: payment method and contract.

After the description of our dashboard, to see how the payment method influences all the key performance indicators, you just need to navigate through the filters, and you will see the change in all data representation and the key performance indicator.

**PART II/**

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[Thursday, June 1, 2023 at 6:23:14 AM (panopto.com)](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=3ff85bee-4c4d-42b1-9f16-b01400bbb270)

**PART III/**

C1-

Telecommunication companies often face high churn rates, which refer to the rate at which customers switch to a different service provider or terminate their subscriptions. From this perspective, we created this dashboard to highlight how different factors influenced churn in the telecom industries. We have chosen the telco-customer-churn data set because this data set confirms all the results given by the churn\_clean data set and has almost the same variable as the primary data set.

C2-

The additional data set enhances the insights from the provided data set because both data sets have almost the same variables and data except for some demographic and geographic variables. It is, therefore, undoubtedly that we chose this data set to confirm our result.

C3-

* Our dashboard has a representation called “churn count by contract vs monthly” charge. In this representation, we want to emphasize that customers with month-to-month contracts have a high churn rate and monthly payment.
* The second representation we want to discuss is the churn count by payment method. In this representation, we can see that the churn count is pretty much the same across all the payment methods except the electronic check payment method with a high churn count.

After these remarks are made, the executive can deduce that the payment methods have no influence on customer churn and suggest the new customer sign at least a one-year contract to reduce their monthly charge.

C4-

Our dashboard has two filters: the payment method and the contract.

To see how these filters interact with the representation on the dashboard, you just need to navigate through these filters, and you will see the change in the representation. For example, for the payment method, when you choose mail check, you will see how many customers sign for this payment method, how many males and females use this method for the payment, and how is the churn rate for this payment method.

C5-

To make our dashboard accessible for any individual with color blindness, we have chosen easily distinguishable colors and avoided relying solely on color to convey information. Finally, we have used labels in addition to representing different data points or categories.

C6-

In our presentation on churn data in the telecommunication industry, we wanted to convey insights about customer churn and the factors influencing it. To support this story, we used data representations from two different data sets that effectively contributed to the story. The first data representation was side-by-side bars. It illustrates the churn count and the average monthly charge across the type of contract. This representation helps us to notice that the customers with month-to-month contracts have a high churn count, and their average monthly charge is also high. The second representation is a vertical bar chart. This representation shows us the churn count across different age groups. After visualization, we can make a conclusion that age doesn’t have any influence on customer churn.

C7-

Audience analysis is essential in a presentation to communicate with the intended audience effectively. Our presentation used audience analysis to adapt the message and ensure relevance, clarity, and engagement. Another aspect of audience analysis involved identifying the interests and concerns. Finally, this analysis helped us understand the specific challenges and questions the audience might have. With this information in mind, we tailored the message to directly address their interests and concerns. We emphasized the relevance and impact of churn on their business, highlighting solutions and strategies.

C8-

To design a presentation for universal access by all audiences, we will take the following steps:

* Clear and concise structure:

We focused on creating a clear and logical structure for the presentation. A well-structured presentation makes it easier for all audiences to follow along and understand the progression of ideas.

* Simple and accessible language:

We avoided complex language and excessive use of acronyms to make the presentation accessible to a wide range of individuals.

* Visual design for clarity and readability.

We focused on creating slides with a clean and uncluttered design, utilizing legible fronts and appropriate font sizes.

C9-

In our presentation, I incorporated elements of compelling storytelling to engage the audience. The first element was our personal stories and anecdotes, allowing us to enter the data industry. The second was a narrative arc. Indeed, by structuring our presentation with a narrative arc, we wanted to create a sense of anticipation and emotional investment among the audience.

D-

No in-text references were used.

E-

Professional communication in the presentation of the submission was used.

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