Data Storytelling for Varied Audiences — D601 Task 1
## By Eric Williams

My colorblind-accessible dashboard can be found here:

https://public.tableau.com/app/profile/eric.williams7624/viz/D601Task1A/Dashboard1?publish=yes

Accessing the dashboard:
You do not need to download the dashboard to access it. But if you do not have sufficient screen space to view the dashboard properly (if the tables are not properly visible or numbers are not visible), you may download it by clicking the download button:
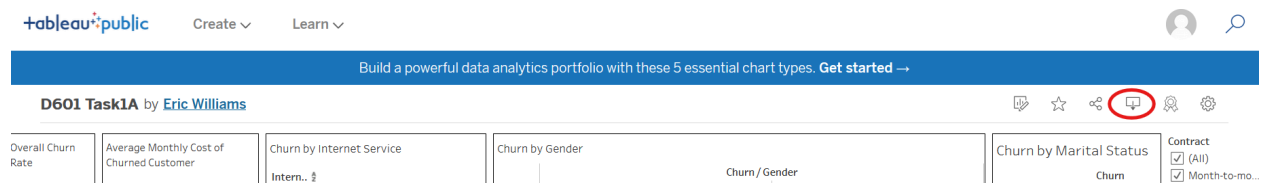
If you have tableau on your computer and open the file, it should open the dashboard.

Overview of Visualizations

On the left side of the dashboard, you can see the Key Performance Indicators, Overall Churn Rate and Average Monthly Cost of Churned Customers. These key indicators can tell the business what the rate of churn is and how much the churned customers are costing the business.

Overall Churn Rate	Average Monthly Cost of Churned Customer
0.2650	199.3

States Ranked by Most Churn		States by Population	
State		State	
CA	91	CA	37,253,956
PA	68	TX	25,145,561
NY	57	NY	19,378,102
IN	48	FL	18,801,310
MO	46	IL	12,830,632
OH	46	PA	12,702,379
AL	42	OH	11,536,504
IL	41	MI	9,883,640
AR	27	GA	9,687,653
FL	26	NC	9,535,483

Below, you can click on the states where most of the churned customers live. Because I had to include an eternal dataset with real world data, I included the top 10 populations of states. Using this side by side comparison, at a glance, you can see which states are overrepresented in the churned data. States like California and New York have high churn, but appropriately have high populations. However, Indiana and Missouri are our fourth and fifth states with highest churn numbers, but they are not listed on the top 10 states. We may want to evaluate what is going on in these states that is causing high churn rates.

Next is our visualizations. They are simple to click on and use:
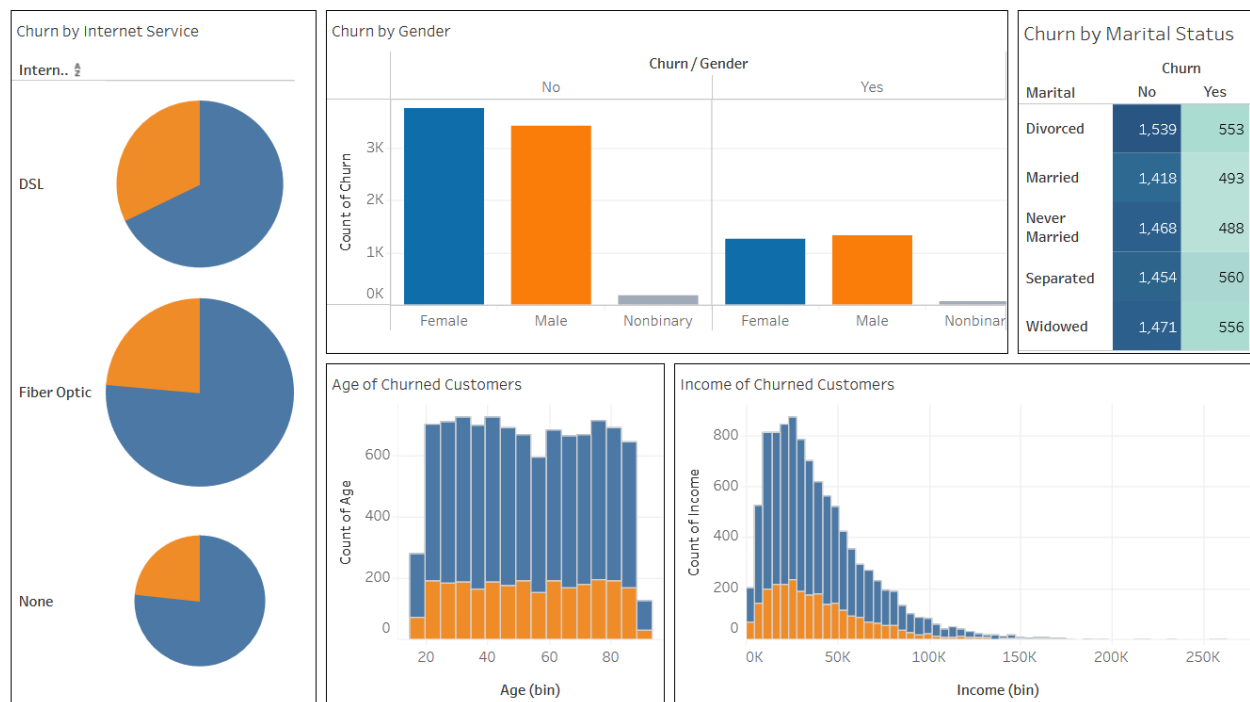
The pie chart on the left has a breakdown of churn by internet service. In this chart and in all the charts, the orange represents the churned customers, while the blue represents the active customers (this information is provided if you hover your mouse over them).You can also see the churn data by age, gender, and income. If you hover your mouse over any part of the graph, you can see the exact breakdown of any demographic you'd like. In the top right is a table of Marital Status of churned customers.

In the top right of the dashboard is the filters section.

You can usd your mouse to sort churned data by the kind of contract the customer had and the tenure of the customer. Check the boxes of the customer contract type you would like to see. By default, it will select all customers of all contract types. As you click the boxes, the displays will repopulate. Similarly, you can use the sliding scale to determine the range of the length of

tenure of the customers you wish to target. You can also use both filters simultaneously if you want to look at a specific tenure while looking at a specific contract type.

Sources

U.S. Census Bureau. (2021, December 16) *Population estimates for the 2010s: State total*.
Retrieved October 28, 2024, from
https://www.census.gov/data/datasets/time-series/demo/popest/2010s-state-total.html#par_texti
mage_1873399417