Project context:

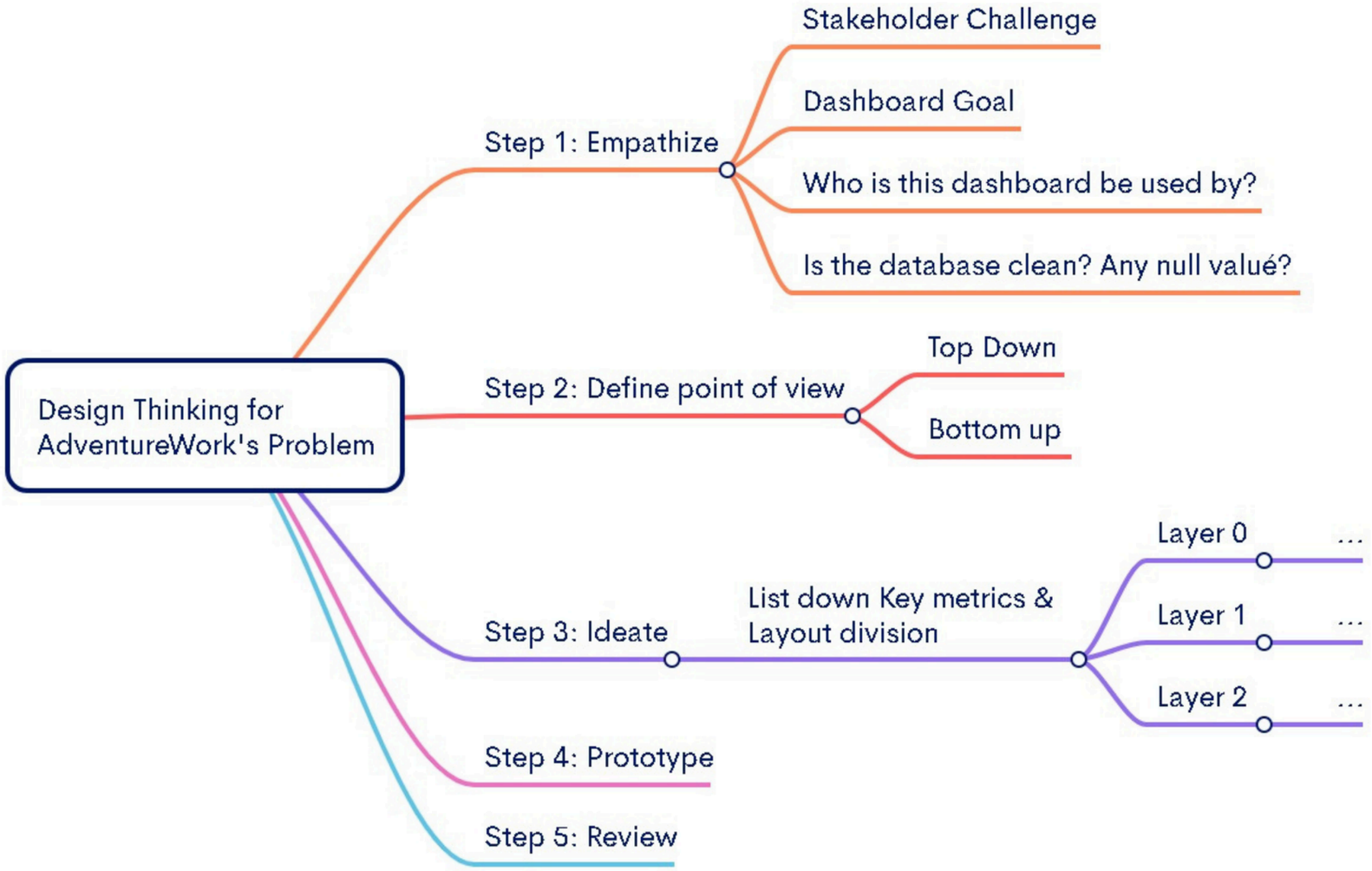
Adventure Works Cycles, a multination manufacturer, distributes metal and composite bicycles. In the new year, the company aims to growth revenue, start by analyzing the company's current business and Customer data

How I do this project ?

In this project, I apply Design Thinking to identify the path that project will going, its include 5 steps as below:

Step 1: Empathize
Step 2: Define Point of View
Step 3: Ideate
Step 4: Prototype
Step 5: Review

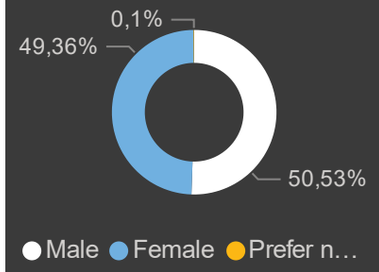
At the end, I based on dashboard to draw insights and give suggestion to improve weaknesses and promote strengths that the business has



CUSTOMER CHURN ANALYSIS

CUSTOMER PROFILE 6687

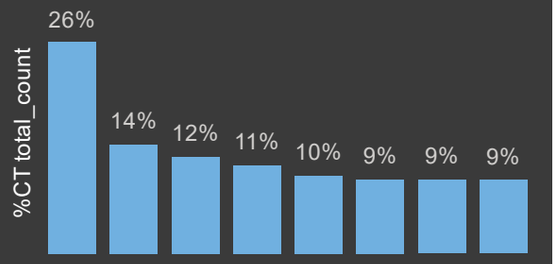
DEMOGRAPHIC



Under 30
19%

Over 30
81%

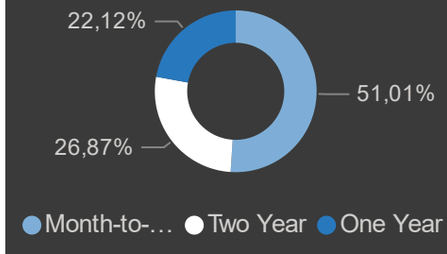
Tenure bins (10 months)

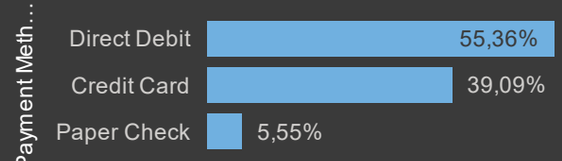


SERVICE

Intl Active	UDP	Group	DB&OB
38,45%	67,21%	22,75%	34,31%

CONTRACT



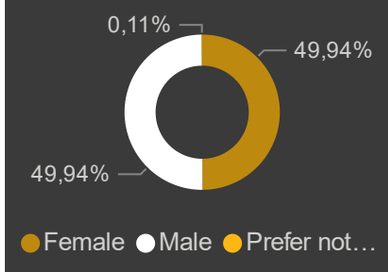


AVG monthly charge
$31,03…

AVG total charge
$1,08 n…

CHURNER PROFILE 1796

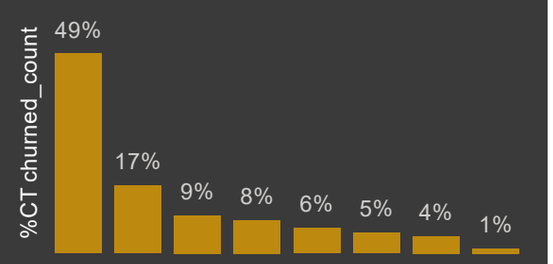
DEMOGRAPHIC



Under 30
16%

Over 30
84%

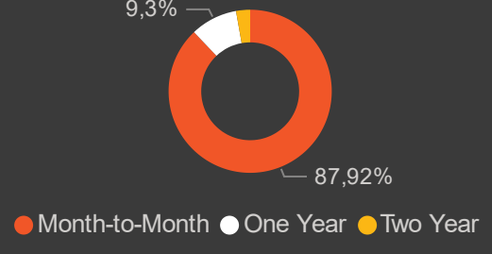
Tenure bins (10 months)

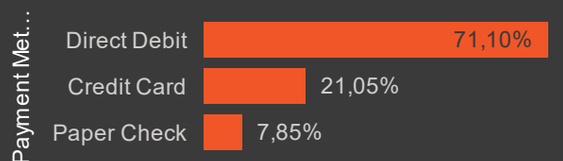


SERVICE

Intl Active	UDP	Group	DB&OB
49,11%	80,35%	5,51%	29,40%

CONTRACT





AVG monthly charge
$36,80…

AVG total charge
$761,4…

CUSTOMER DASHBOARD

CUSTOMER ID 0000-XZWZ

$16,00
Tổng của Monthly Charge

$16,00
Tổng của Total Charges

6
Tổng của Total Call

Personal Details

ID:	0000-XZWZ
Gender:	Male
Age:	50
State:	DC
Phone:	340-9941

Contract

Contract Type	Payment Method
Month-to-Month	Credit Card

Service

Intl Active	Unlimited Data Plan
Yes	*Yes*
Group	**Device Protection & Online Backup**
Yes	*No*

Churn Details

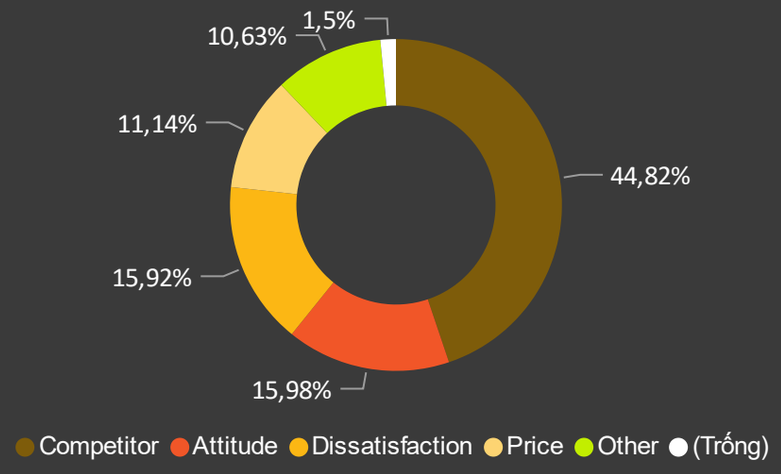
Is Churn *Yes*

Reason ?

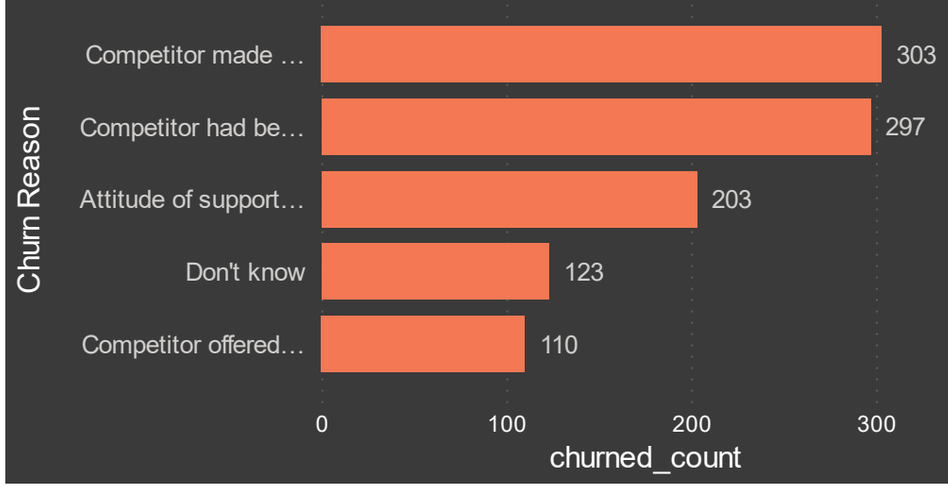
Service dissatisfaction

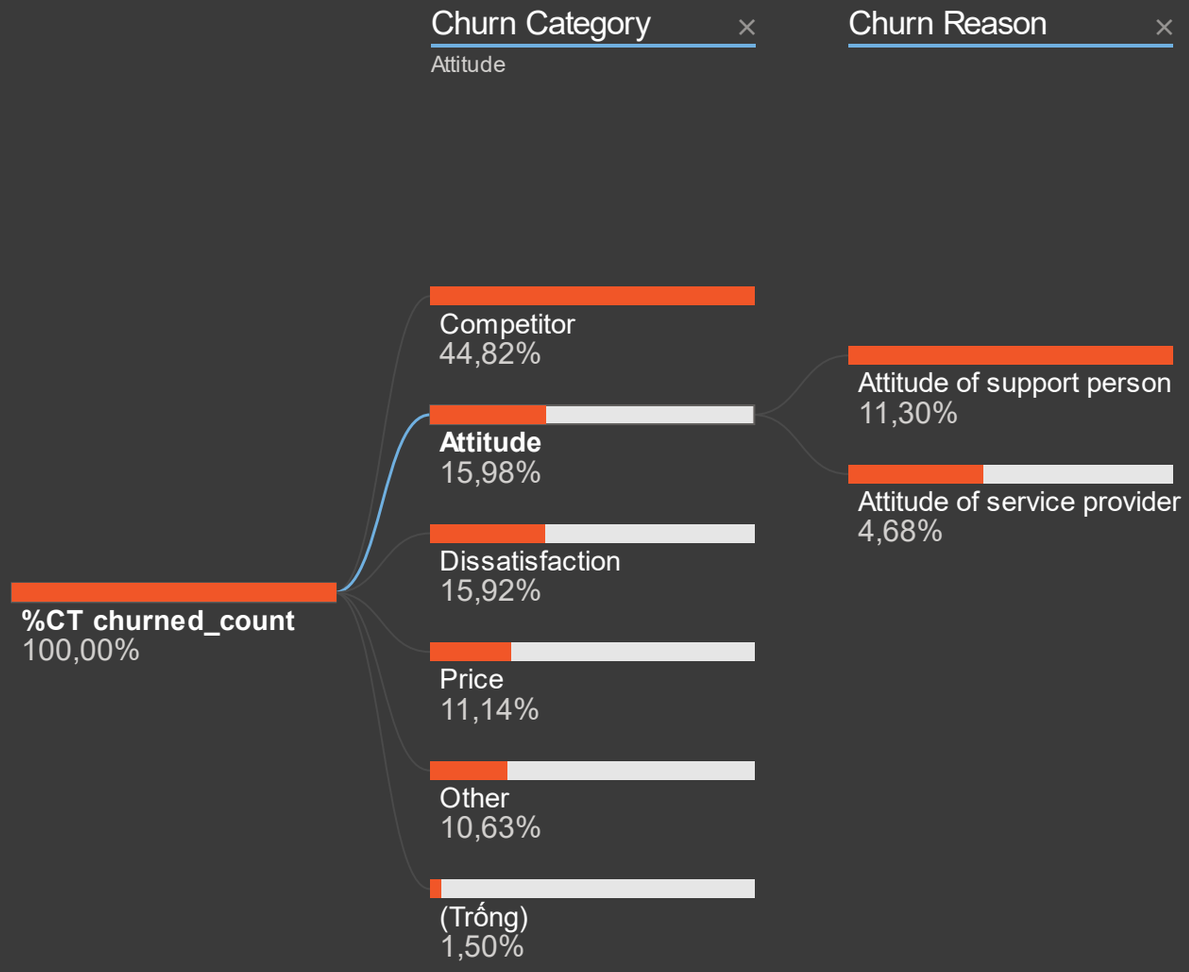
CHURN REASON

Churns by Category



Top 5 Churn Reason





ASK A QUESTION

Giúp tính năng Hỏi đáp hiểu rõ mọi người hơn bằng cách thêm các từ đồng nghĩa. Thêm từ đồng nghĩa ngay

Đặt câu hỏi về dữ liệu của bạn

Hãy thử một trong các bước sau để bắt đầu

- top states by total count
- what is the total count by state
- what is the total count by customer ID
- top states by %dpob_all
- what is the avg total charge churn by customer ID

Hiển thị tất cả đề xuất