**Part 1: Interactive Data Dashboard**

1. Executive Dashboard → Opportunity for Retention

* Data sets:
  + churn\_clean.csv – Provided Data set
  + churn\_modeling.csv – [Link](https://www.kaggle.com/datasets/shivan118/churn-modeling-dataset)
* Installation

No need to install anything, dashboard will be available through this link:

* + [Executive Dashboard](https://public.tableau.com/views/D210PERFORMANCEASSESSMENT-TelecomChurnDataAnalysis/EXECUTIVEDASHBOARD?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

Interactive controls: **EXECUTIVE DASHBOARD**

* “**Select Category**” menu – Top Right (churned or loyal; Rural, Suburban, and(or) Urban; month-to-month, one-year, and(or) two-year)
  + CHURN
  + View elements of churned accounts by selecting “Churned” in the churn menu
  + View numbers of loyal accounts by selecting “Loyal” in the churn menu
  + AREA
  + View elements of rural accounts by selecting “Rural” in the area menu
  + View numbers of suburban accounts by selecting “Suburban” in the area menu
  + View numbers of urban accounts by selecting “Urban” in the area menu
  + CONTRACT
  + View month-to-month accounts by selecting “Month-to-month” in the contract menu
  + View one-year accounts by selecting “One year” in the contract menu
  + View two-year accounts by selecting “Two-year” in the contract menu
  + STATE
  + From the State dropdown menu (middle), select state from the dropdown & then click apply (bottom-of-dropdown)to view state-specified elements in all other charts.
  + For example, the set of 8 states (TX, NY, PA, CA, IL, OH, FL & MO) may be selected together to show their combined numbers.
  + NAVIGATIONAL BUTTON
  + Button to navigate to the next dashboard.
  + Combine the above categories in any combination to see the output in the Key Performance Indicators table.
* “**TOTAL REVENUE BY STATE**” - Heatmap
  + Rank of Monthly Charge – Adjust the range to drill down by rank.(Control only for this graph)
* “**CLIENT BREAKDOWN BY AREA**” – Bar Graph

Interactive controls: **OPPORTUNITY FOR RETENTION Dashboard**

* “**Select Category**” Top Right (Rural, Suburban, and(or) Urban; Adult, Senior, and(or) young)
  + AREA
  + View elements of rural accounts by selecting “Rural” in the area menu
  + View numbers of suburban accounts by selecting “Suburban” in the area menu
  + View numbers of urban accounts by selecting “Urban” in the area menu
  + AGE GROUP
  + View the adult age group by selecting “Adult” in the age group menu
  + View senior age group by selecting “Senior” in the age group menu
  + View young age group by selecting “Young” in the age group menu
  + NAVIGATIONAL BUTTON
  + Button to navigate to the previous dashboard.
  + Combine the above categories in any combination to see the output in the Key Performance Indicators table.
* **“Top 15 States by Churn vs Est. Salary”** – Bar Graph
* **“Age Group”** – Pie Chart