# Title: Churn Dashboard

**Description:**  
The Churn Dashboard provides a comprehensive overview of customer churn and risk analysis, enabling stakeholders to understand customer behavior, track attrition trends, and assess risk levels. This multi-page dashboard allows users to navigate between Key Performance Indicators (KPIs), Churn Analysis, and Customer Risk Analysis through a centralized welcome page.

**Dashboard Overview:**

1. **Welcome Page:**
   * The welcome page serves as the main interface to access the three major sections of the **dashboard.**
   * The sections include:
     + **Key Performance Indicators (KPIs)**
     + **Churn Dashboard**
     + **Customer Risk Analysis**
2. **Navigation Instructions:**
   * Users can navigate to different sections by clicking on the respective section links/buttons on the welcome page.
   * Upon clicking:
     + The **Churn Dashboard** section redirects to a page providing insights into customer churn.
     + The **Customer Risk Analysis** section redirects to the customer risk assessment page.

**Key Features of Each Section:**

1. **Key Performance Indicators (KPIs):**
   * This section displays key metrics related to customer behavior, retention rates, and financial performance.
   * It provides high-level insights, giving users an at-a-glance understanding of the business's health.
2. **Churn Dashboard:**
   * This section includes various visualizations and metrics that help analyze customer churn patterns.
   * It displays metrics such as:
     + **Churn Rate**: The percentage of customers leaving over a given period.
     + **Churn Prediction**: Insights into which customers are likely to churn based on historical data and predictive modeling.
     + **Customer Demographics**: Visuals that show which customer segments are more prone to churn.
3. **Customer Risk Analysis:**
   * This section is designed to evaluate the risk associated with individual customers or customer groups.
   * Metrics and visuals in this section include:
     + **KBase Metrics**:
       - **Total Number of Customers**: A count of all customers.
       - **Churn Percentage**: A percentage metric representing the rate of customer churn.
       - **Yearly Charges**: Displays the total charges incurred by customers annually.
     + **Multi-Row Card**:
       - **Admin Tech Tickets**: Number of admin tech tickets generated, providing insight into customer support requirements.
     + **Date Slicer**:
       - **Monthly Subscription Date**: A slicer for selecting specific subscription dates.
     + **Contract Type Slicer**: Filters data by the type of contract, offering further granularity in understanding customer retention and risk.

**Visuals Used in Each Section:**

* **Churn Dashboard Visuals:**
  + **Bar Chart**: Shows churn by customer segment.
  + **Pie Chart**: Represents the percentage of customers retained vs. those churned.
  + **Line Chart**: Displays churn trends over time.
  + **Churn Prediction Gauge**: A gauge chart showing the predicted churn rate.
* **Customer Risk Analysis Visuals:**
  + **KBase Metrics**: Provides key customer counts, churn percentages, and yearly charges.
  + **Multi-Row Card**: Displays admin tech tickets to provide insight into customer support needs.
  + **Slicers**:
    - **Date Slicer**: Monthly subscription filter.
    - **Contract Type Slicer**: Allows segmentation by contract types.

**Data Source:**  
The dataset includes customer records with details such as demographics, customer behavior, subscription data, and historical churn. This enables in-depth analysis and prediction of churn tendencies across different customer groups.

**Requirements:**

* **Power BI Desktop (Version May 2024 or later recommended)**
* **No additional dependencies**

**Usage Instructions:**

* **Opening the File**: Download and open the Power BI dashboard file using Power BI Desktop.
* **Navigating Between Sections**: Use the buttons/links on the welcome page to navigate between the KPI, Churn Dashboard, and Customer Risk Analysis sections.
* **Interacting with the Visuals**: Hover over visuals for tooltips, use filters to focus on specific customer segments, and drill down to see detailed trends.

**Insights:**

* **Churn Patterns**: Identify which segments have the highest churn rates and understand factors contributing to customer attrition.
* **Customer Risk**: Evaluate the risk level for different customers, take proactive measures to retain high-risk individuals, and analyze support ticket patterns for insights into customer satisfaction.

**Future Enhancements:**

* Add a **Customer Retention Strategies** section to recommend actions based on churn and risk data.
* Incorporate **Customer Feedback Analysis** to correlate customer sentiment with churn tendencies.