**End User Navigation Guide**

1. At the top of the dashboard there are some basic information about the customer population for quick reference.

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1. At the top left of the dashboard there is an interactive chart that analyzes churn for each marital status and can be viewed through the lens of each of the following measure that the end use may select to review: age, tenure, and monthly charge. A screen shot below shows the view when focusing on customer tenure. The drop down menu shown is how one can toggle between each desired measure to review.

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1. At the top right of the dashboard a bubble chart is in place that review the projected education level for the customer population of each state. Specifically, it projects the percentage of customers that have a bachelor's degree or higher. The user may hover over each of the bubbles (separated by state/territory) and see the state abbreviation, total customer population, and the estimated percentage of them that may have a bachelor's degree or higher. The larger the bubble the larger number of customers and the darker the color indicates a higher percentage or potential college graduates. The screenshot below shows the state of California and the associated data.

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1. At the bottom of left of the dashboard there is a tree map that compares the average customer income by state to the state average income for its entire population. The size of the portions are related to the number of customers and the darker the color the higher the percentage of customer income is in relation to the entire state’s average. When hovering over each section there is a tool tip that also shows the average monthly charge for each state. This chare is highly interactive and can be used to focus on specific demographic relating to the number of children and marital status. The example below shows the resulting tree map that focuses on customers with at least 2 children and have a marital status of ‘Married’. **Note**: there is a slide bar that allows the user to select the MINIMUM number of children and a drop-down menu to be able to select marital status.

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1. Lastly, there is a stacked bar chart to review at the bottom right of the dashboard. This chart displays customer churn by state along with the percentage churn for each. When hovering over the darker portion of each bar the user can see the total number of customers along with the percentage churn. When hovering over the lighter portion of bar the user can see the total number of customers that did churn and the percentage churn once again. Below is an example of what can be see for the state of Pennsylvania for each section of the bar.

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