Business Case Document
Project Title: Telco Customer Churn Analysis Dashboard
Prepared for: Customer Success Leadership Team
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1. Executive Summary

The Telco business is experiencing notable customer churn, particularly among fiber optic internet users, month-to-month contract holders, and customers without automatic payment methods. The current reports are spreadsheet-based, static, and lack granularity. This project proposes building an interactive churn analysis dashboard to uncover churn drivers, visualize customer segments at risk, and enable targeted retention strategies. The project will leverage data from the **Telco Customer Churn dataset** on Kaggle.

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2. Business Problem

Churn is directly impacting revenue and long-term customer value. Currently, the business lacks a clear and real-time view of:

- Which customer segments (e.g., contract type, internet service) have the highest churn rates.
- How churn behavior varies by payment method, tenure, and monthly charges.
- Which customers are likely to churn and should be prioritized for engagement.
- The effectiveness of retention strategies over time.

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3. Project Objective

To develop a Power BI dashboard using the Telco Customer Churn dataset that empowers leadership to monitor churn trends, identify at-risk segments, and explore the impact of service types, tenure, and billing behavior on customer retention.

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4. Key Metrics & KPIs

A. Churn Overview

- Overall Churn Rate (%)
- Monthly Charges vs Churn Rate
- Churn Rate by Contract Type (Month-to-Month, One Year, Two Year)
- Churn by Internet Service (DSL, Fiber Optic, None)

B. Risk Segmentation

- High-Risk Segment Counts
- Churn by Tenure Groups

- Payment Method vs Churn
- AutoPay vs Manual Payment Churn Comparison

C. Customer Profile Analysis

- Senior Citizen Impact on Churn
- Dependents and Partner Influence
- Services Subscribed vs Churn Likelihood
- Gender and Demographic Patterns

D. Retention Opportunities

- Top Factors Influencing Churn (Based on Correlation or Machine Learning)
- Customers Near Churn Threshold (e.g., Tenure < 6 months)
- Segment-based Retention Tactics (e.g., discounts, upgrades)
- Churn Risk Score (if predictive model used)