



# Descriptive Analytics Dashboard

By: Efren Lopez, Andrea Lopez, Michelle Shaffer, Herat Devisha



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# PURPOSE

The dashboard is designed to analyze **customer churn** based on a range of factors including **service usage**, **contract type**, and **demographics**, allowing for targeted customer retention strategies.

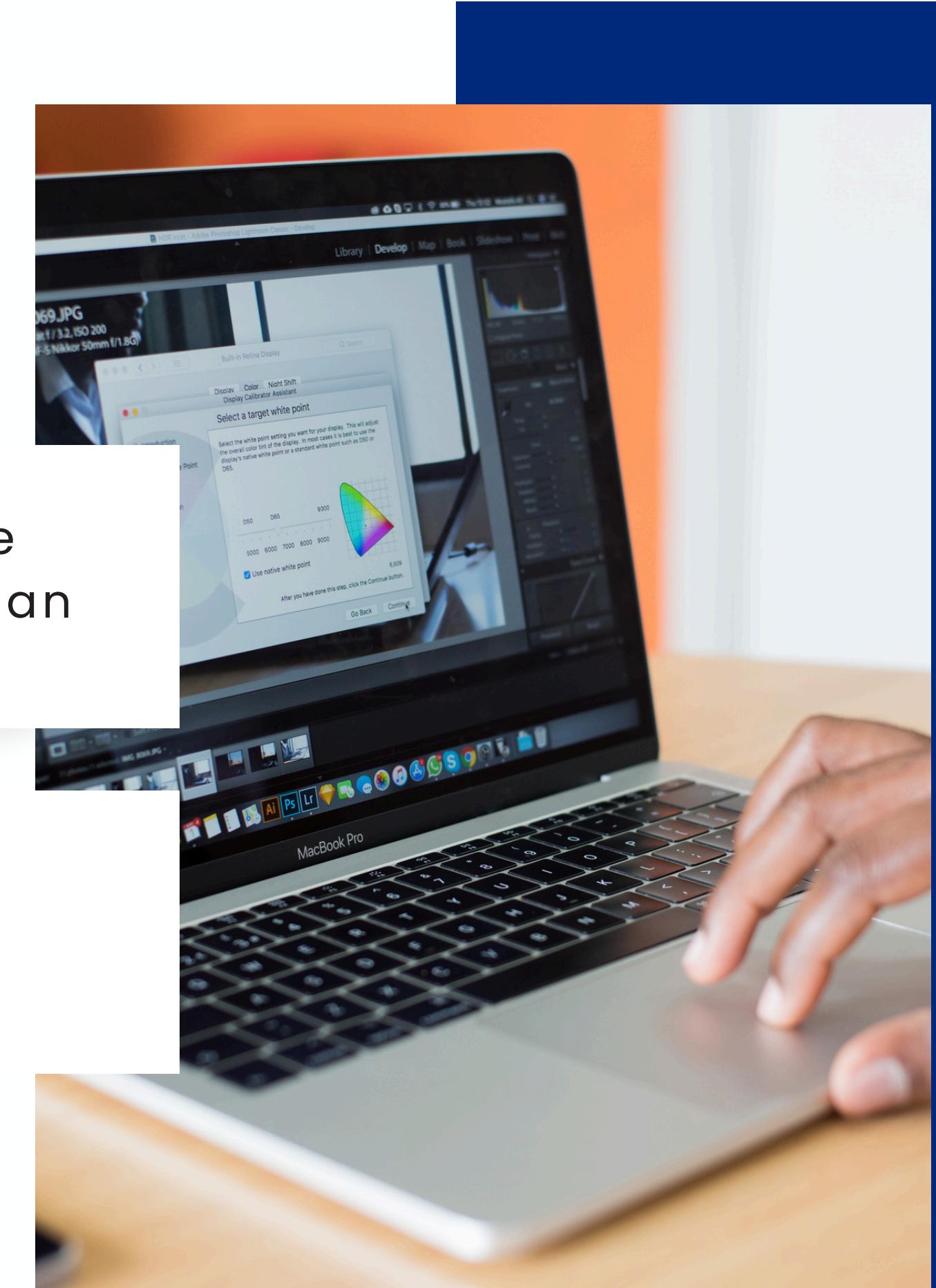
# ACCESS/ SOURCES



The dashboard is publicly available on Tableau Public which the data can be found on Kaggle



[HEMA\\_6080\\_project Public Dashboard](#)





# AUDIENCE

- service managers
- marketing analysts
- business strategists
  - **DISNEY** who are involved in decision-making processes to reduce customer churn.

# ADDRESSING THE BUSINESS PROBLEM THROUGH DASHBOARD

## Insight

The dashboard provides insights into which factors are most closely associated with customer churn. With visual breakdowns by internet service, online security, tech support, and more, stakeholders can identify trends and patterns in customer behavior, which are critical for developing effective retention strategies.



# Business Process Utilization

The dashboard supports the customer retention process by enabling decision-makers to:



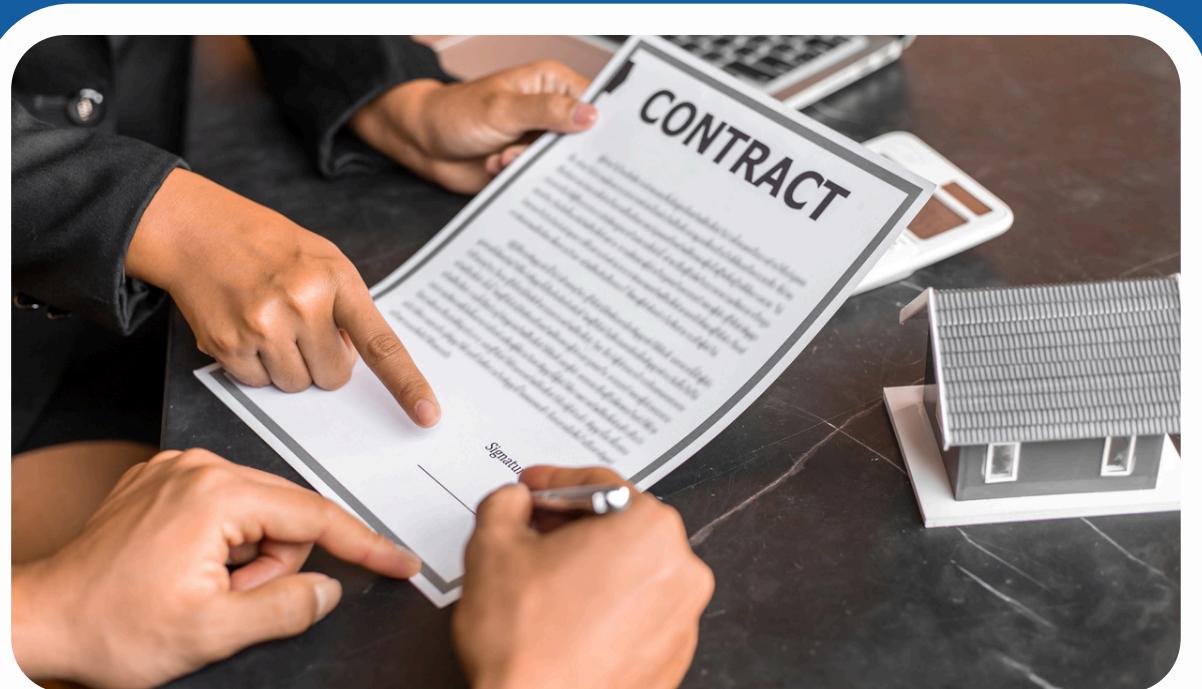
## Churn Rate

[ˈchərn ˈrāt]

The rate at which customers stop doing business with an entity.

## Review

Churn rates across different segments and services.



## Understand

Impact of various factors such as contract length, billing methods, and additional services on customer loyalty.



## Assess

Effectiveness of current retention efforts and identify areas for improvement.

# Decisions Influenced By The Dashboard

01

Tailoring customer service and support to reduce churn, especially for segments identified as high-risk.

02

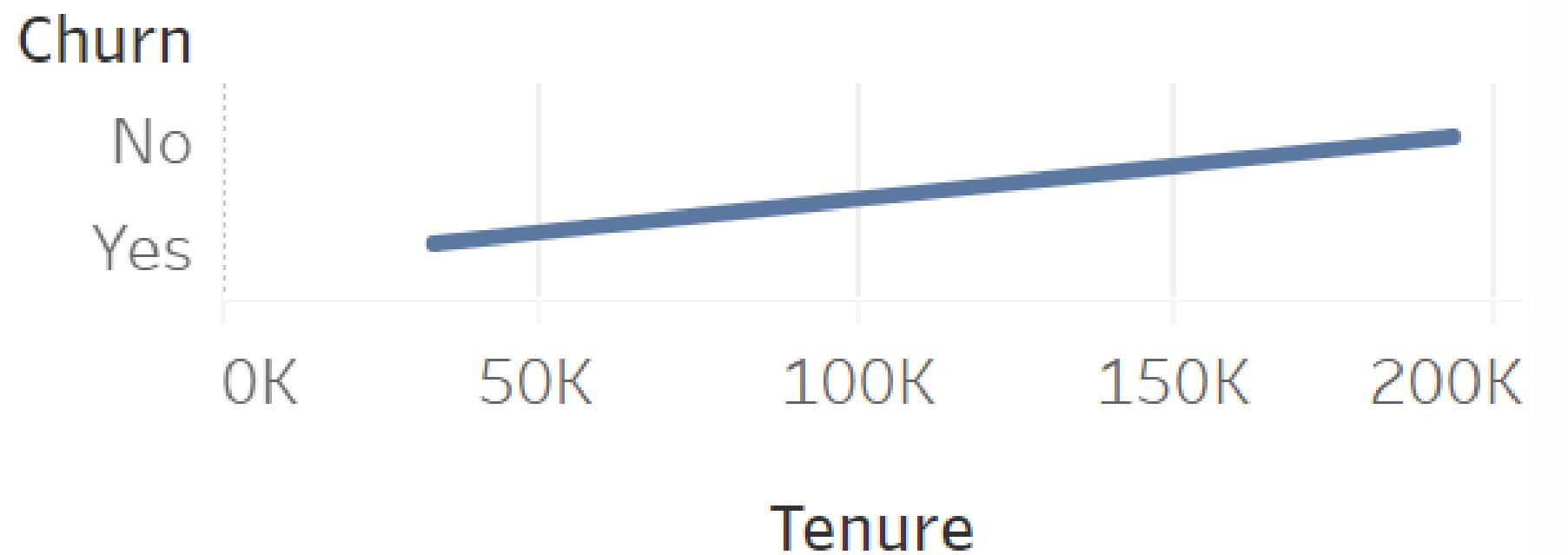
Adjusting pricing or promotional strategies for different service bundles.

03

Revising contract terms to encourage longer customer tenure.

# Key Metrics

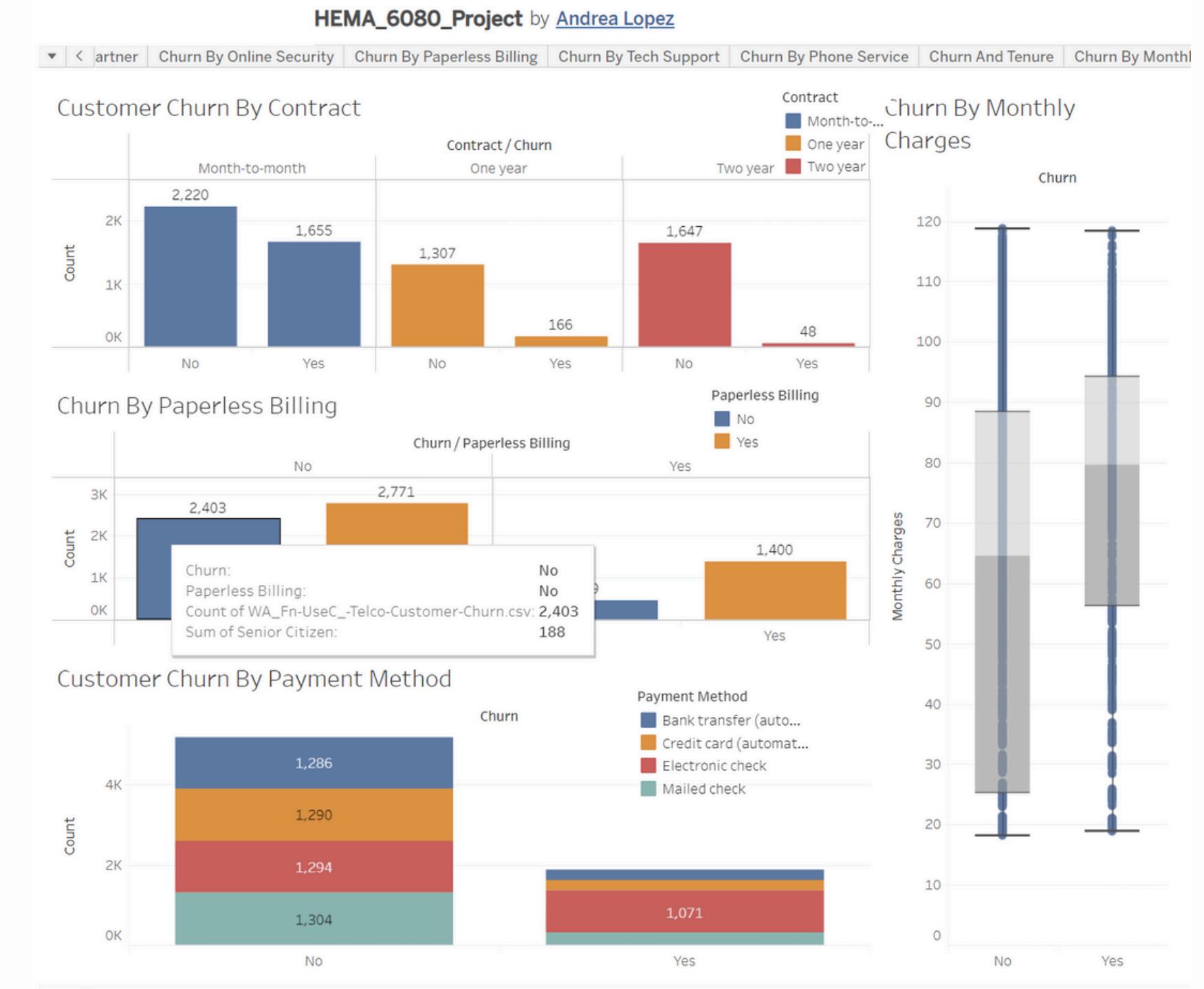
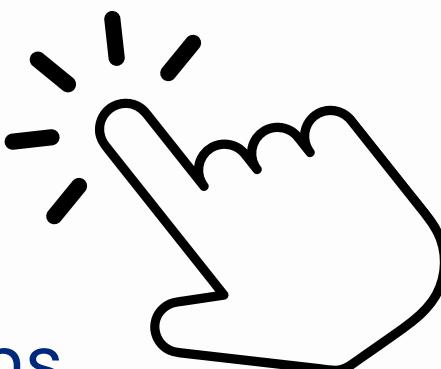
KPI



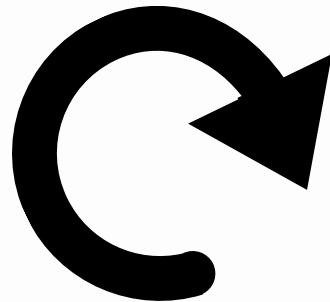
- **Tenure vs. Churn Metric:** Compares customer service duration with the rate of service discontinuation.
- **Churn by Gender and Internet Service:** Breakdown of churn rates by customer gender and the type of internet service.
- **Churn by Contract:** The distribution of churn across different contract types.
- **Churn by Monthly Charges and Total Charges:** Analysis of how monthly and total charges correlate with churn rates.
- Other visualizations also compare churn rates by payment method, tech support, phone service, and additional factors.

# Instructions For Navigating And Interpreting The Data

- **Use Filters:** Look for dropdown menus or lists to focus on specific data subsets.
- **Interact with Charts:** Click on parts of charts to drill down into the data.
- **Hover for Details:** Move your cursor over elements to view more information.
- **Explore Tooltips:** Tooltips may provide extra context or definitions.
- **Understand Legends:** Color legends or symbols help decode chart meanings



# How To Refresh The Data



- **Reload Page:** Refreshing the web page might load new data.
- **Refresh Button:** Look for and click a refresh icon in the dashboard.
- **Auto-Update:** Some dashboards update data automatically after a while.
- **Contact Owner:** If data doesn't refresh, ask the creator for an update.



# Descriptive Analytics

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Churn

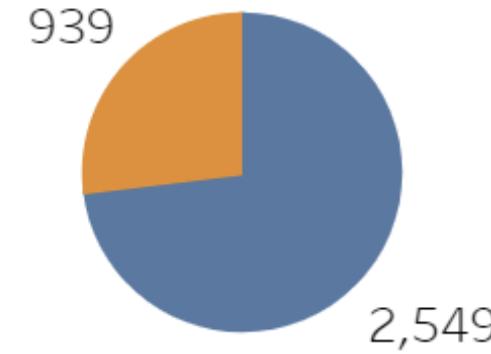
<span style="background-color: #4f729f; border: 1px solid black; padding: 2px 5px;"></span>	No
<span style="background-color: #e69138; border: 1px solid black; padding: 2px 5px;"></span>	Yes

## Demographics By Churn

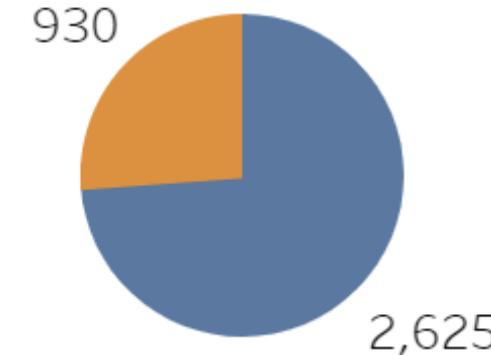
Gender

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Female



Male



## Demographics By Churn

### Insight

Female and Male = similar Churn rates.

### Recommendation

- Improve factors that affect all customers.
  - customer experience to reduce churn.

### Prediction

- Improved satisfaction might (-) churn equally across genders.

# Online Security as a Decisive Factor for Customer Loyalty

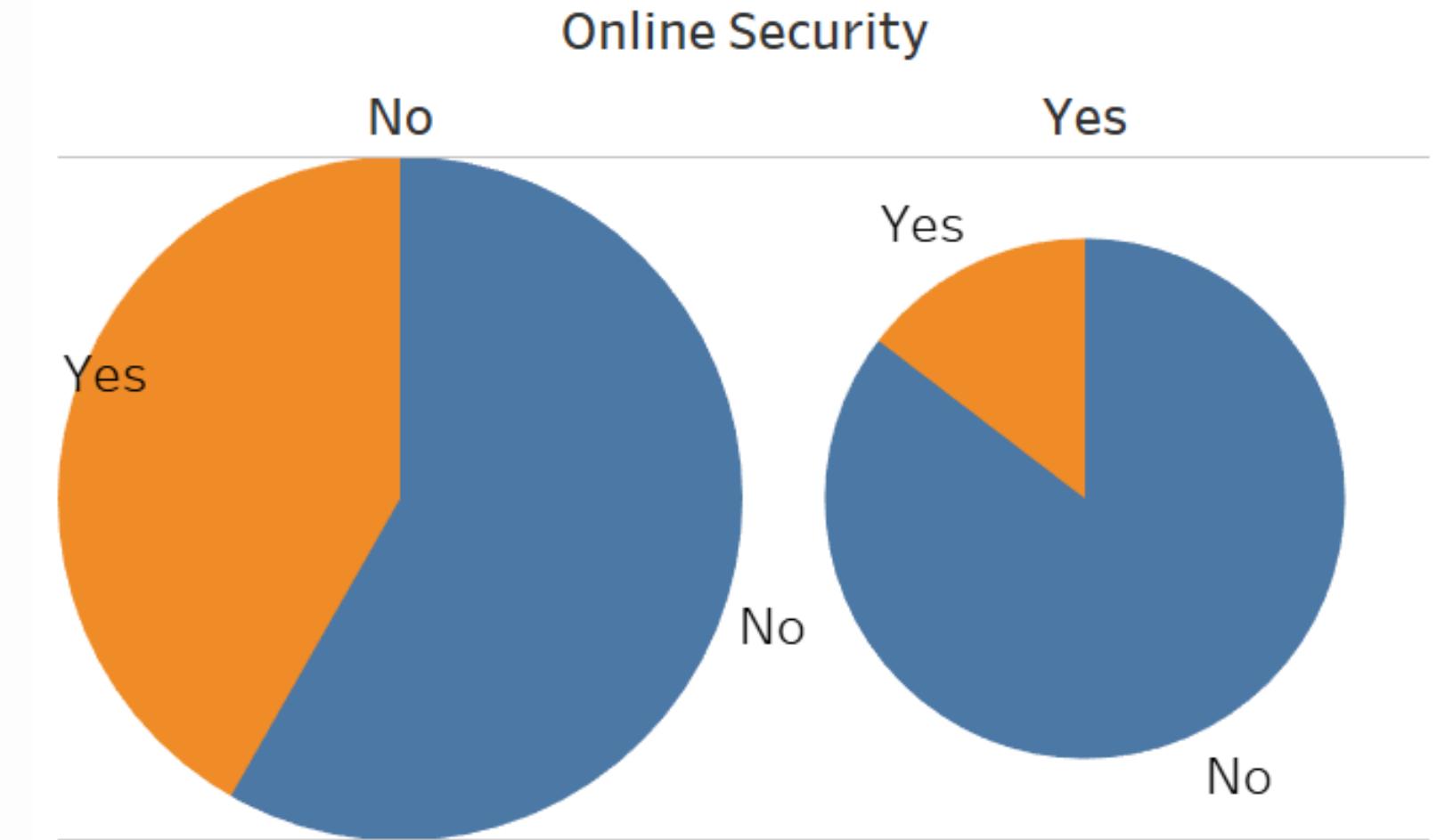
## Recommendation

- Promote online security features
- Offer initial free trials + bundled security service discounts to demonstrate value
- Review payment method preferences

## Prediction

- Decrease in churn
- Enhanced perception of service value
- Better customer satisfaction
- Increase in overall customer lifetime value

Churn By Online Security



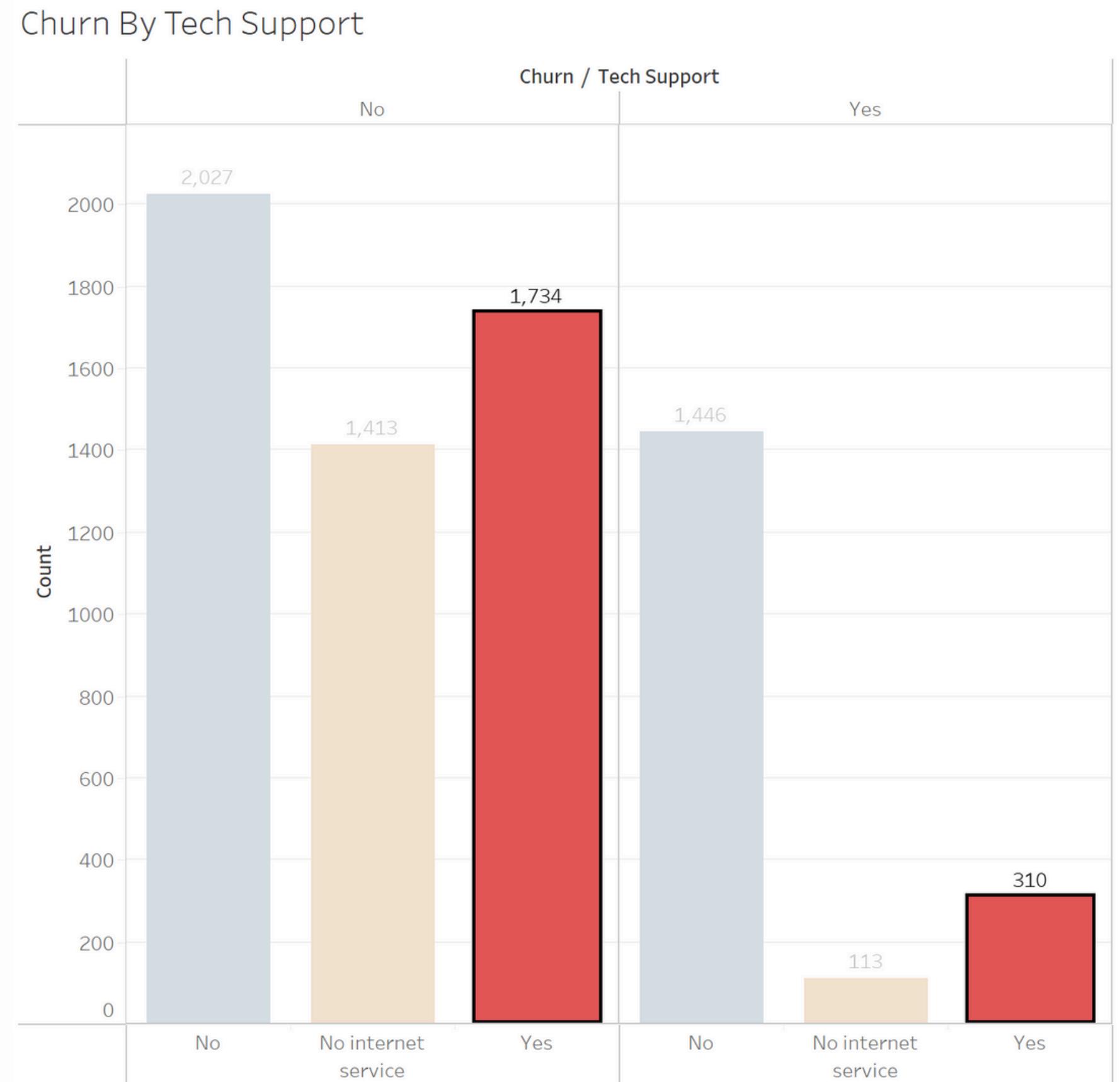
# Tech Support Significantly Impacts Customer Loyalty

## Recommendation

- Enhance the quality + accessibility of tech support
- Introduce loyalty programs
- Tech support packages

## Prediction

- Strengthening tech support = reduce churn rates
- Lead to +higher customer satisfaction



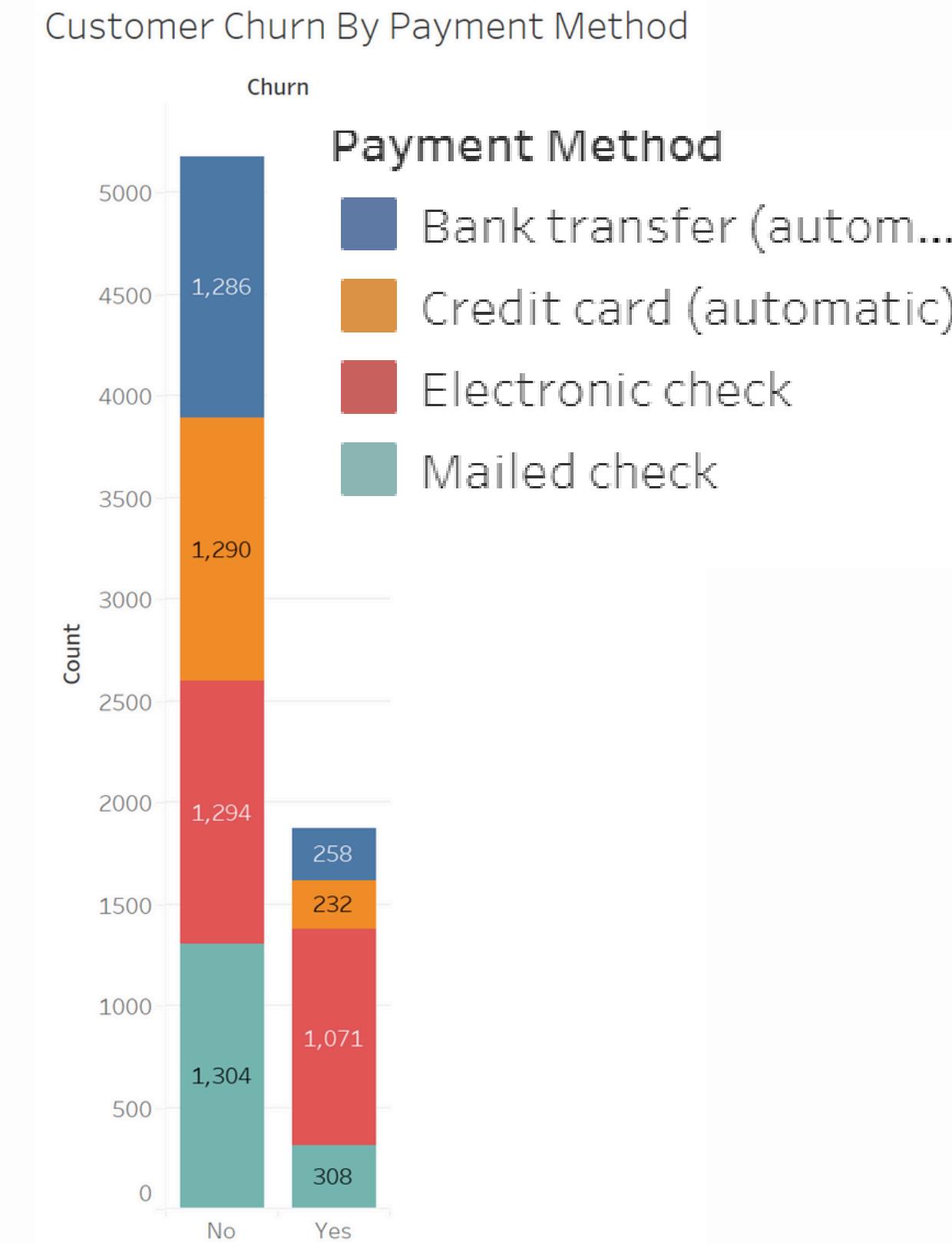
# Optimizing Customer Retention Strategies

## Recommendation

- Focusing on enhancing customer support and security features
- Revise payment options there is notable churn associated with the Electronic check method.

## Prediction

- Implementing targeted support for customers using electronic checks
- bolstering online security + tech support services



# Contract Length + Payment Method Influence on Churn

## Recommendation

- Encourage customers to commit to longer-term contracts through incentives
- Communicate the benefits of paperless billing
- Streamline the payment process for online checks

## Prediction

- Increase in customer retention
- Simplifying the payment process
- Possibly offering discounts or rewards for automated payments

Churn By Paperless Billing

