

Business Requirements

Reporter: Business Team

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1- Objective

The business team has observed a significant churn rate in the customer base and wants a clear, data-driven understanding of why customers leave.

The goal is to create an interactive Power BI dashboard that explores factors influencing churn and provides actionable insights to reduce it.

2- Key Requirements:

- Analyze churn by **age**, **gender**, and **location** to identify high-risk segments.
- Examine top **churn reasons** and detect customers at risk of leaving.
- Compare churn rates across **contract types** and **subscription lengths**.
- Assess how **monthly charges** and **payment methods** influence churn.
- Build an **interactive dashboard** with visual insights (bar, pie, line charts).

Attachments: [Customers_Data.csv]