

Success Criteria for Customer Churn Analysis

Project Name: Customer Churn Analysis

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- **Business Demand Overview:**
 - **Reporter:** Business Team
 - **Value of Change:** Visual dashboards for analyzing customer churn and related factors
 - **Necessary Systems:** Power BI
 - **Other Relevant Info:** The dataset includes customer demographics, subscription status, churn reason, and contract information
- **User Story:**
 - **As a** Business Analyst,
 - **I want to** analyze customer churn data,
 - **So that I can** identify patterns, key factors influencing churn, and suggest retention strategies.

- **Success Criteria:**

Requirement	Expected Outcome	Expected Visual	Success Criteria
1. Analyze churn by age, gender, and location	Identify high-risk segments based on demographics	Bar charts, segmented pie charts	Clear identification of demographic groups with higher churn rates (Done)
2. Examine top churn reasons and detect customers at risk	Understand the top reasons for churn and identify customers most at risk of leaving	Bar chart, Pareto chart	Accurate categorization of churn reasons and top customers at risk (Done)
3. Compare churn rates across contract types and subscription lengths	Compare churn rates across various contract types and subscription lengths	Grouped bar charts, stacked column charts	Clear comparison of churn rates by contract type and subscription length (Done)
4. Assess how monthly charges and payment methods influence churn	Identify if higher charges or certain payment methods correlate with higher churn	Bar chart with two categories (high/low charges), pie chart	Clear insight into whether charges or payment methods influence churn (Done)

- **Insights & Recommendations:**

Insights	Recommendation
Top churn reason: Competitor offers	Analyze competitors' pricing/offers and adjust value propositions.
High churn for monthly subscriptions	Prioritize retention strategies for monthly subscribers (e.g., upgrade incentives).
Age > 60 shows higher churn (esp. 80+)	Explore causes—consider targeted support or different plans for senior segments.
Highest churn: Monthly contract + Paper check	Encourage digital payment adoption and longer-term contracts through incentives.
Unlimited plan users with <5GB usage churn more	Offer personalized plans based on usage to reduce unnecessary spend and churn.
State with lowest customer service calls has highest churn	Launch proactive outreach—surveys, calls, loyalty programs in low-contact regions.

- **Final Deliverables:**

- Fully Interactive Power BI Dashboard (**Done**)
- Recommendations for reducing churn (**Done**)
- Documentation (**Done**)

- **Approval Section:**

Business Manager: **Mahmoud Elhelaly**

Project Lead: **Mahmoud Elhelaly**

Date of Approval: **4-5-2025**