

****Project Overview:****

This project entails creating a dashboard focused on customer retention for a telecom company. It involves defining key performance indicators (KPIs) related to customer retention, building a dashboard to visualize customer demographics and insights, and providing insights and suggestions to the engagement partner based on the dashboard findings.

****Why the Project is Useful:****

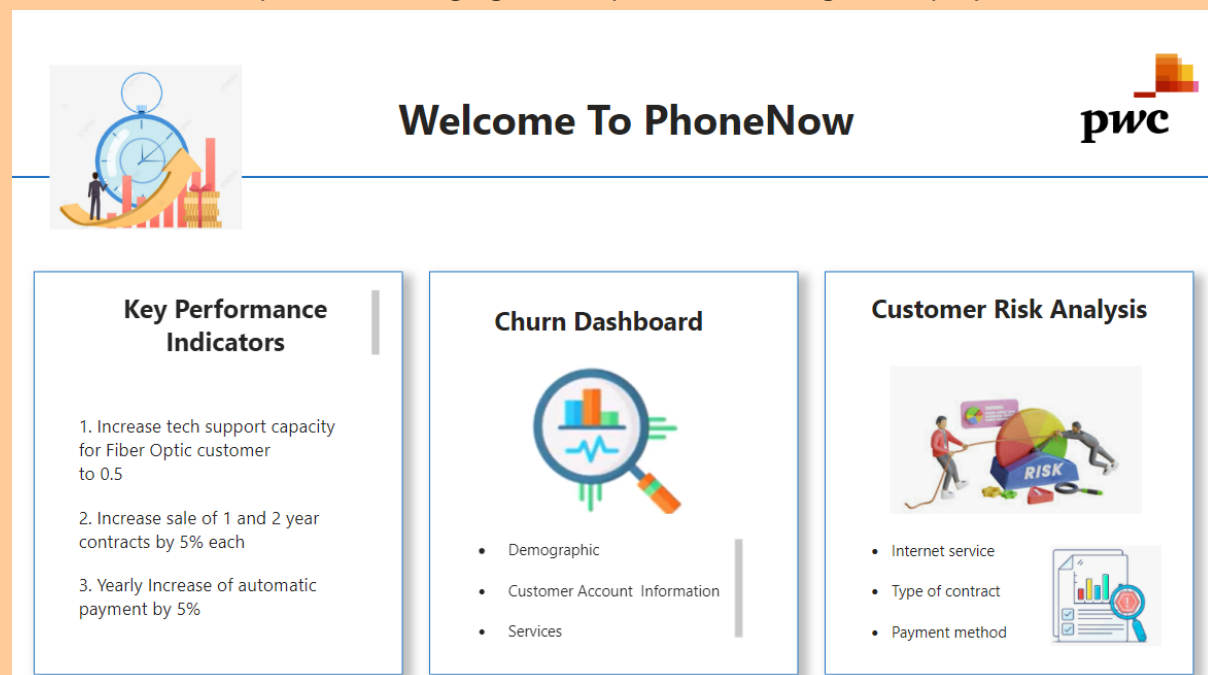
Customer retention is crucial for telecom companies, as retaining existing customers is often more cost-effective than acquiring new ones. By visualizing customer demographics and insights through a dashboard, the telecom company can gain actionable insights into customer behavior, preferences, and churn risks. This enables proactive retention strategies and improves overall customer management processes.

****Getting Started with the Project:****

1. Review the information provided by the Retention Manager and understand the objectives and challenges related to customer retention.
2. Define appropriate KPIs based on the company's objectives and the Retention Manager's requirements, considering factors such as churn rate, customer lifetime value, and customer satisfaction metrics.
3. Use data analysis tools such as Excel or specialized analytics software to analyze customer data and identify insights relevant to customer retention.
4. Design a dashboard layout that effectively visualizes the defined KPIs and customer insights, ensuring clarity and ease of interpretation for management.
5. Populate the dashboard with relevant data and test its functionality to ensure accurate representation of customer retention metrics.
6. Present the dashboard to the engagement partner, providing explanations of the findings and recommendations for necessary changes or improvements.

****Where to Get Help with the Project:****

1. Collaborate with the Retention Manager and other stakeholders to clarify requirements and gather additional insights into customer retention challenges.
2. Seek guidance from data analytics experts or consultants who specialize in customer retention strategies and dashboard design.
3. Utilize online resources such as tutorials, forums, and documentation provided by analytics software vendors to learn best practices for defining KPIs and creating effective dashboards.
4. Engage with colleagues or peers who have experience in customer analytics and dashboard development, leveraging their expertise and insights for project success.





Churn Dashboard



1869

Customers At Risk

2173

of Tech Tickets

885

of Admin Tickets



\$2.86M

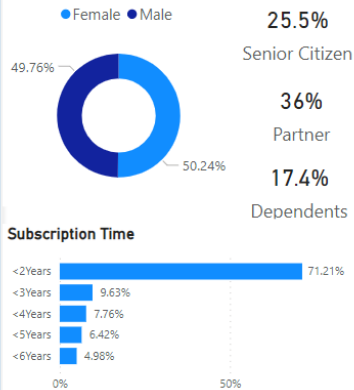
Yearly Charges

\$139.13K

Sum of MonthlyCharges

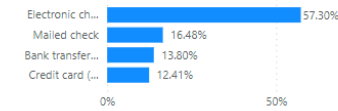


Demographics

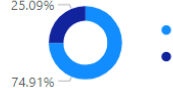


Customer Account Information

Payment Method



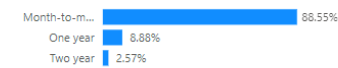
Paperless Billing



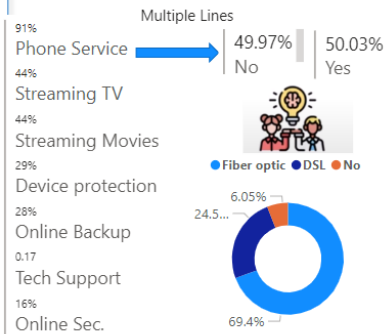
Average

\$74.44133...
Monthly
\$1,531.80
Total

Type of Contract



Services Customers Signed



Customer Risk Analysis



Risk of Churn

- ☐ No
- ☐ Yes



Internet Service

- ☐ DSL
- ☐ Fiber optic
- ☐ No



Monthly subscribe

0 72



Contract Type

- ☐ Month-to-month
- ☐ One year
- ☐ Two year



7043

Total Customer

27%

Churn Rate %

\$16.0...

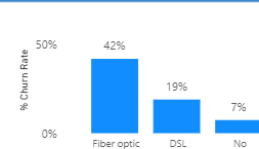
Yearly Charges

3632 AdminTickets

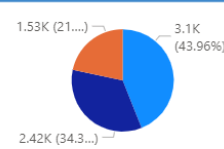
2955 TechTickets



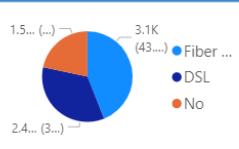
Churn by type of internet services



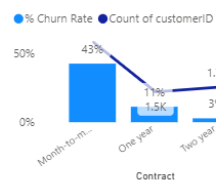
of customers by Internet services



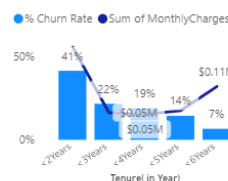
Sum of Monthly charges



Type of Contract



Years of Contract



Churn by payment Method

