

INTERACTIVE COURSE

# Case Study: Analyzing Customer Churn in Power BI

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## Course Description

Are you ready to apply your Power BI skills to a real-world dataset? For subscription-based businesses, reducing customer churn is a top priority. In this Power BI case study, you'll investigate a dataset from an example telecom company called Databel and analyze their churn rates. Analyzing churn doesn't just mean knowing what the churn rate is: it's also about figuring out why customers are churning at the rate they are, and how to reduce churn. You'll answer these questions by creating measures and calculated columns, while simultaneously creating eye-catching report pages.

Dashboard  
by Marco Stallmann  
2022

as part of the  
Case Study: Analyzing Customer  
Churn in Power BI

(Datacamp.com)

<https://app.datacamp.com/learn/courses/case-study-analyzing-customer-churn-in-power-bi>

Age	Senior	Under 30	Churn Rate
196083	No	No	24,71 %
31714	No	Yes	23,00 %
89492	Yes	No	38,22 %
317289			26,86 %

6687

Count of Customer ID

26,86 %

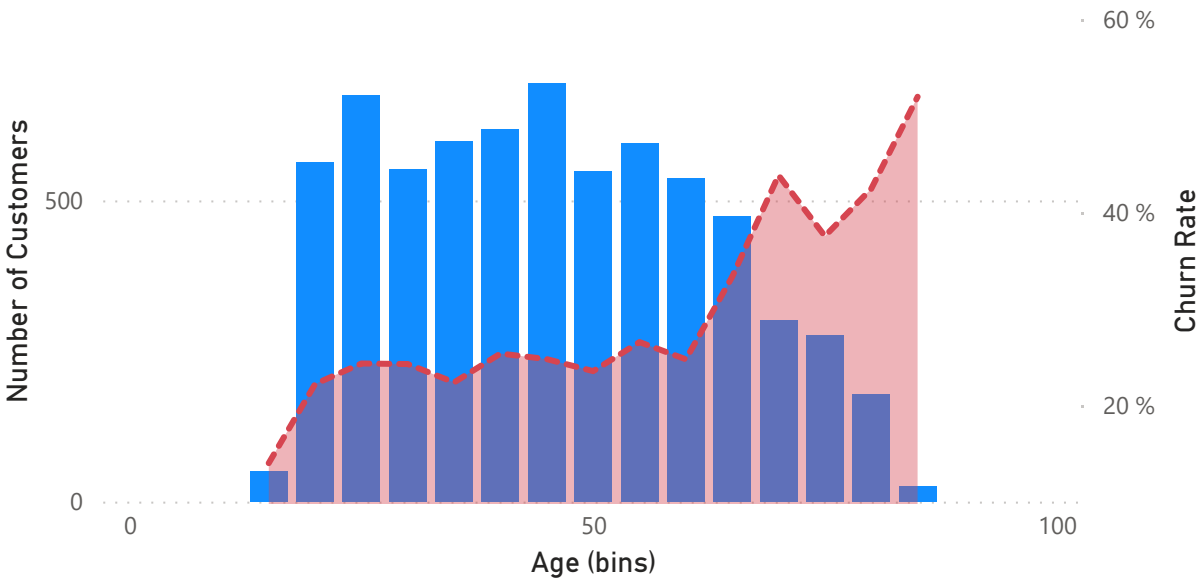
Churn Rate

1796

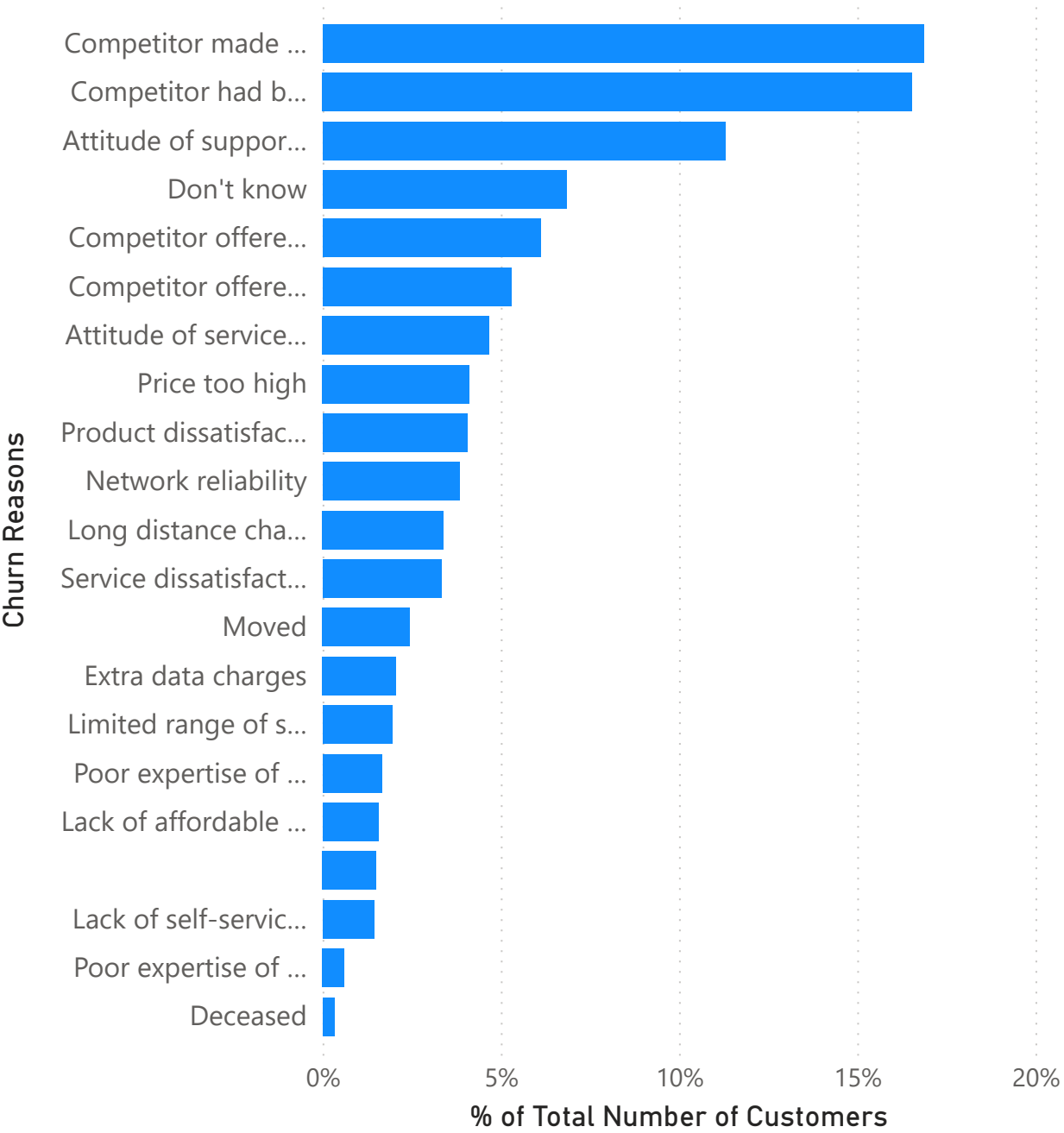
Churned

Number of Customers and Churn Rate by Age (bins)

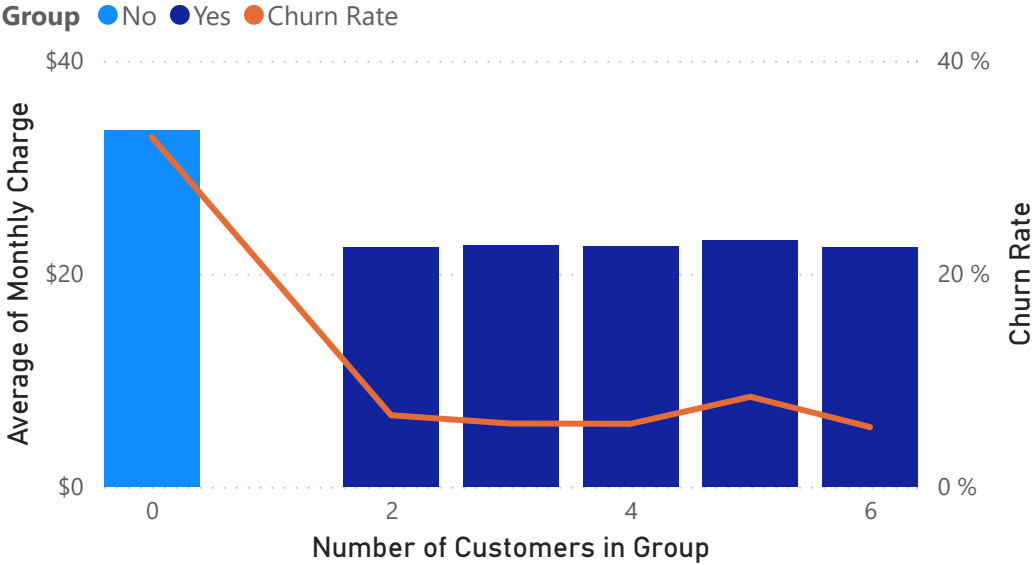
● Number of Customers ● Churn Rate



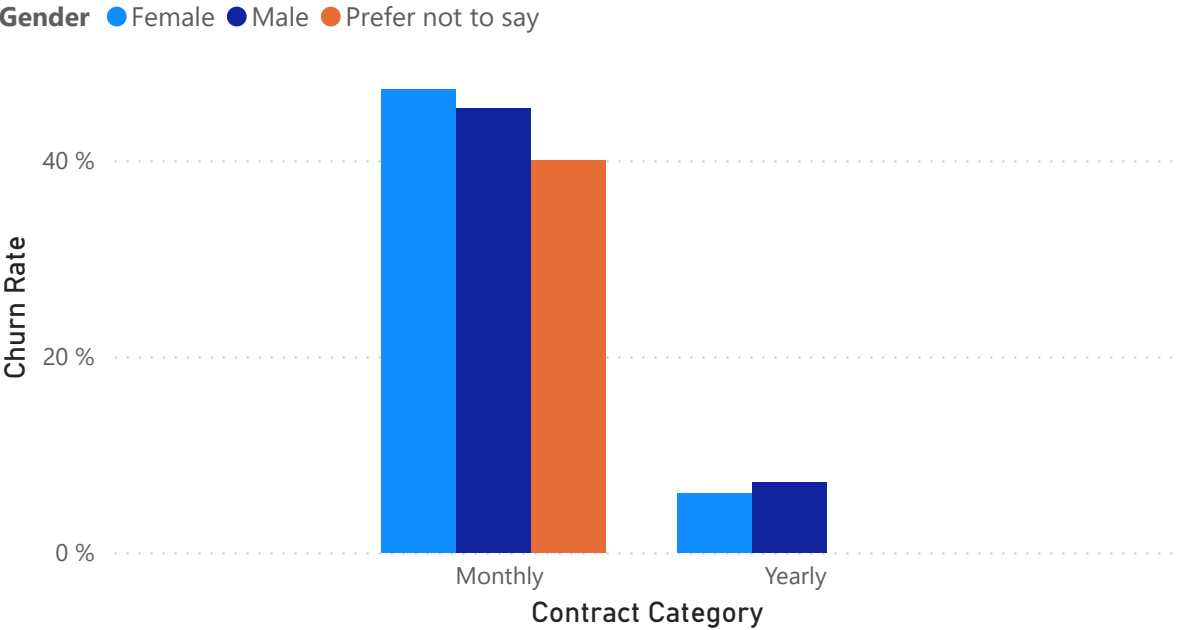
Churn Reasons



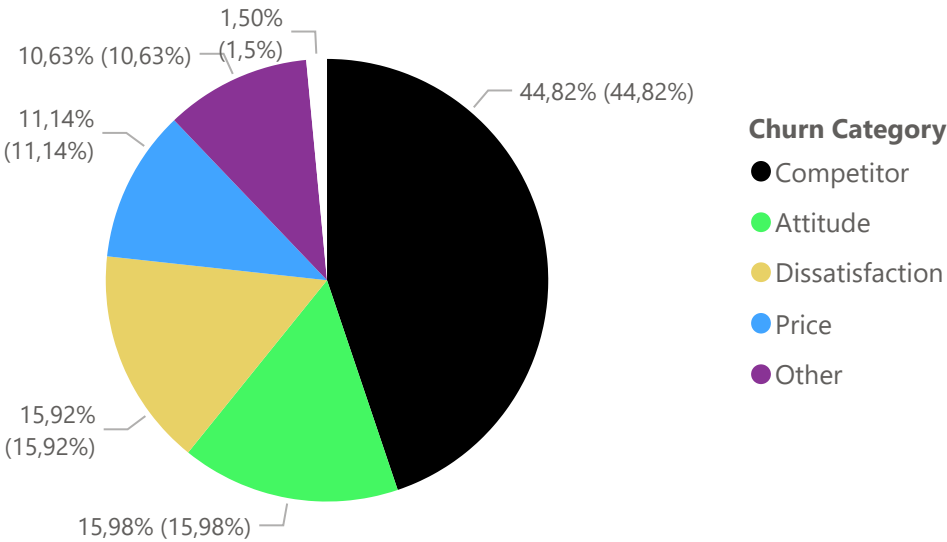
Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group



Churn Rate by Contract Category and Gender



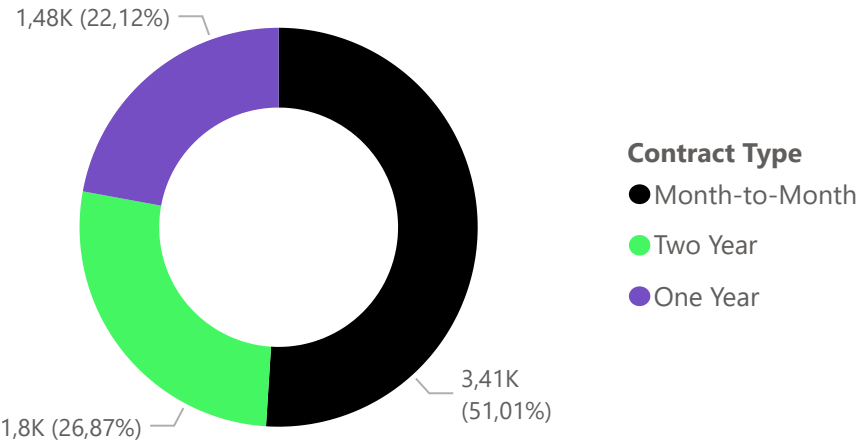
Churn by category



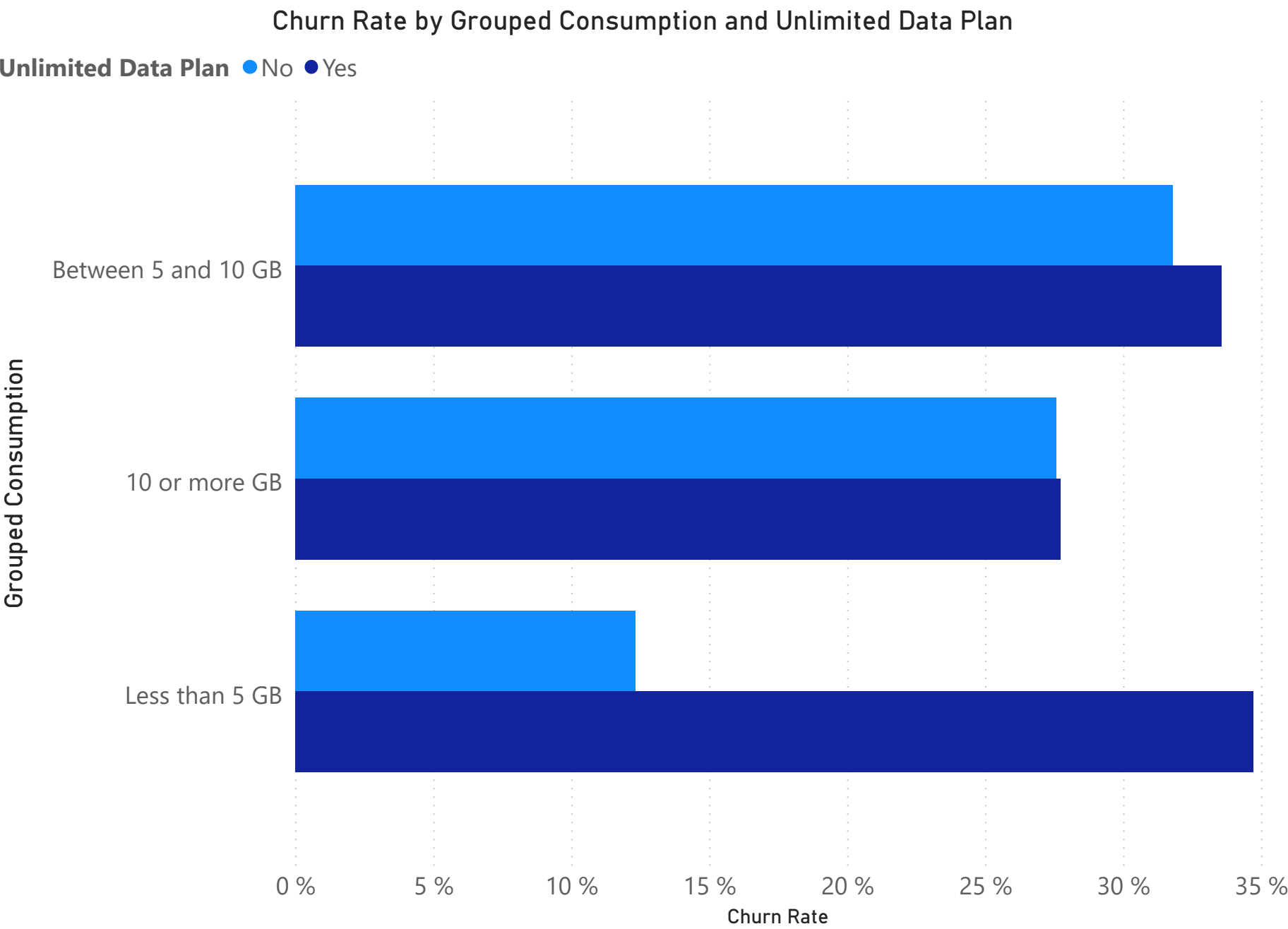
Monthly  
46,29 %  
Churn Rate

Yearly  
6,62 %  
Churn Rate

Customers by Contract type

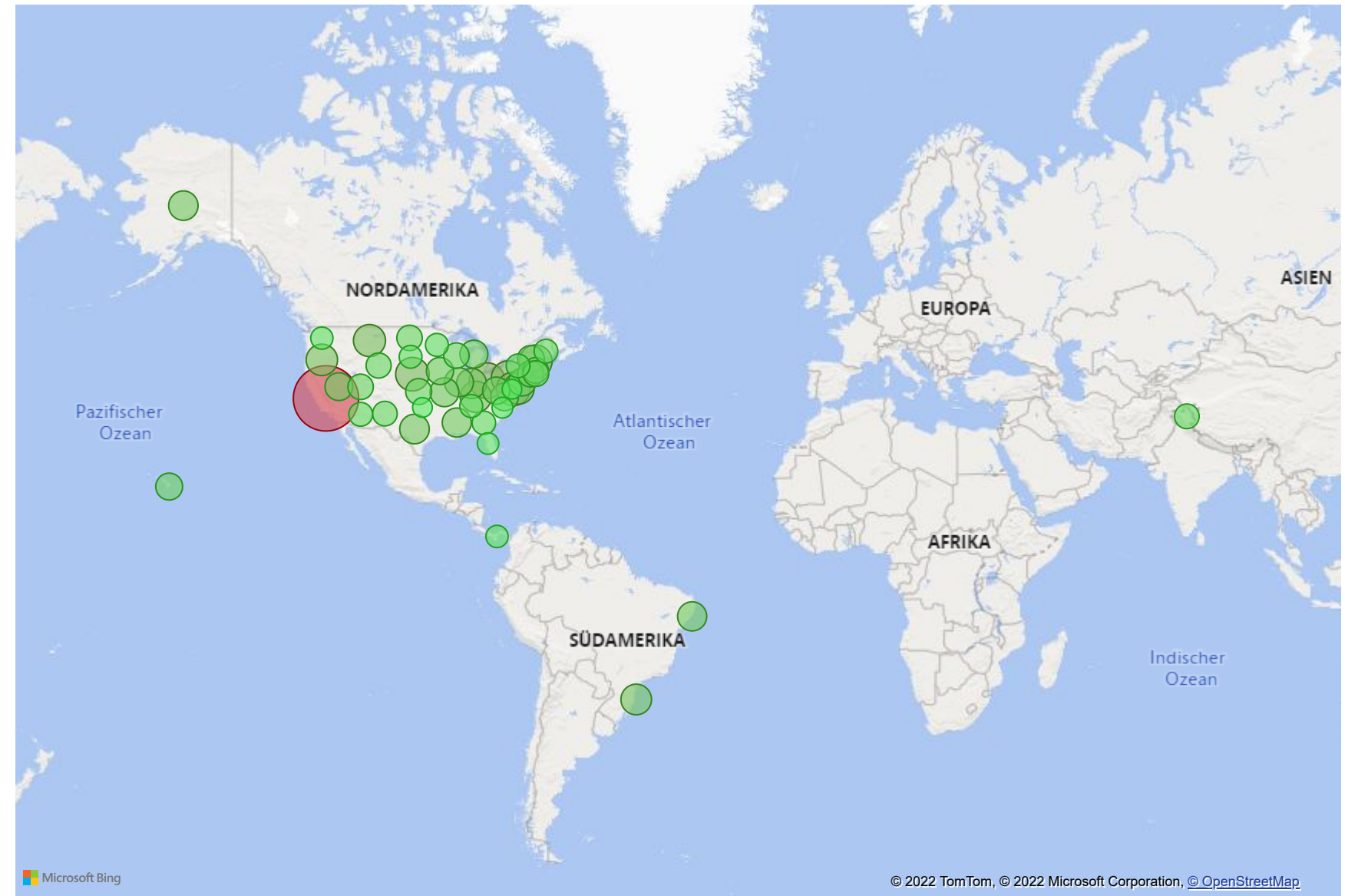


Churn Rate	Number of Customers	Unlimited Data Plan
16,10 %	2193	No
32,11 %	4494	Yes
<b>26,86 %</b>	<b>6687</b>	

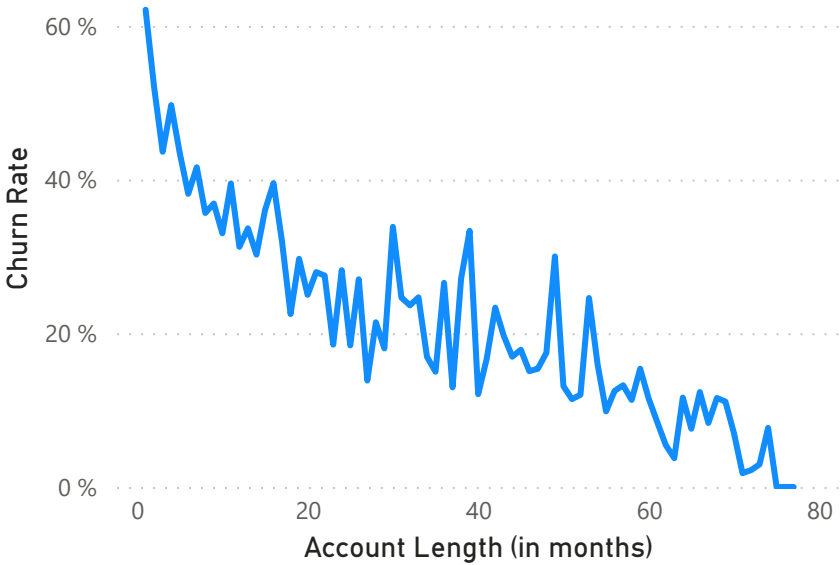


Intl Active	no	yes	Total
No	20,01 %	71,19 %	22,21 %
Yes	40,34 %	7,59 %	34,31 %
<b>Total</b>	<b>27,07 %</b>	<b>24,88 %</b>	<b>26,86 %</b>

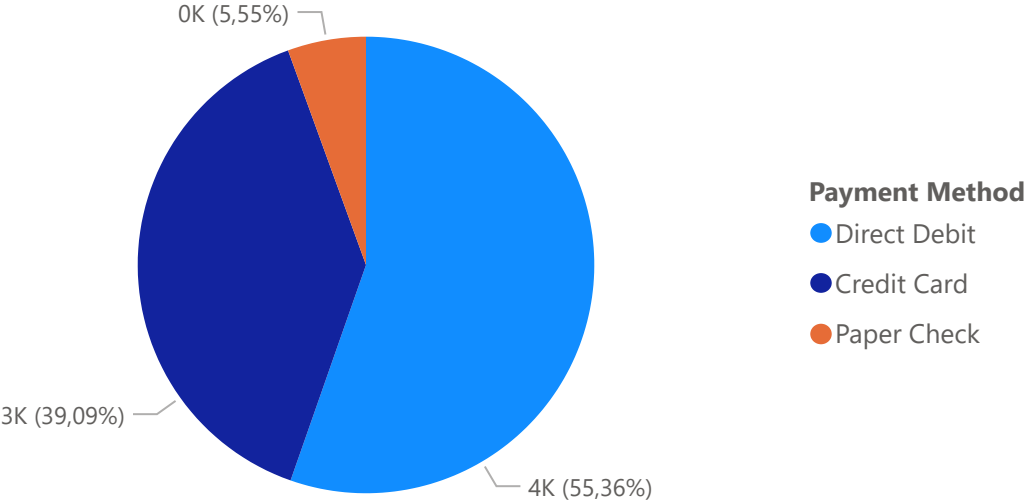
Churn Rate by State



Churn Rate by Account Length (in months)

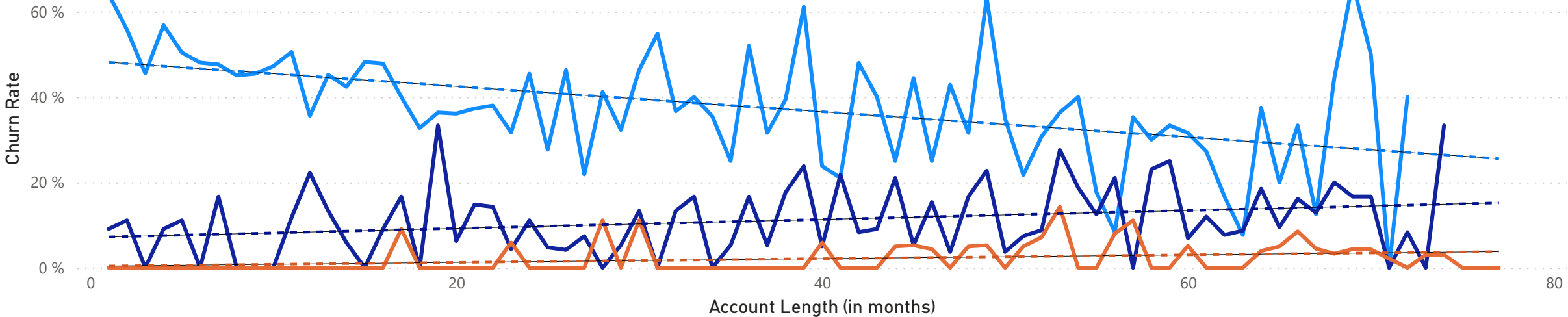


Number of Customers and Churn Rate by Payment Method



Churn Rate by Account Length (in months) and Contract Type

Contract Type ● Month-to-Month ● One Year ● Two Year



26,86 %

Churn Rate

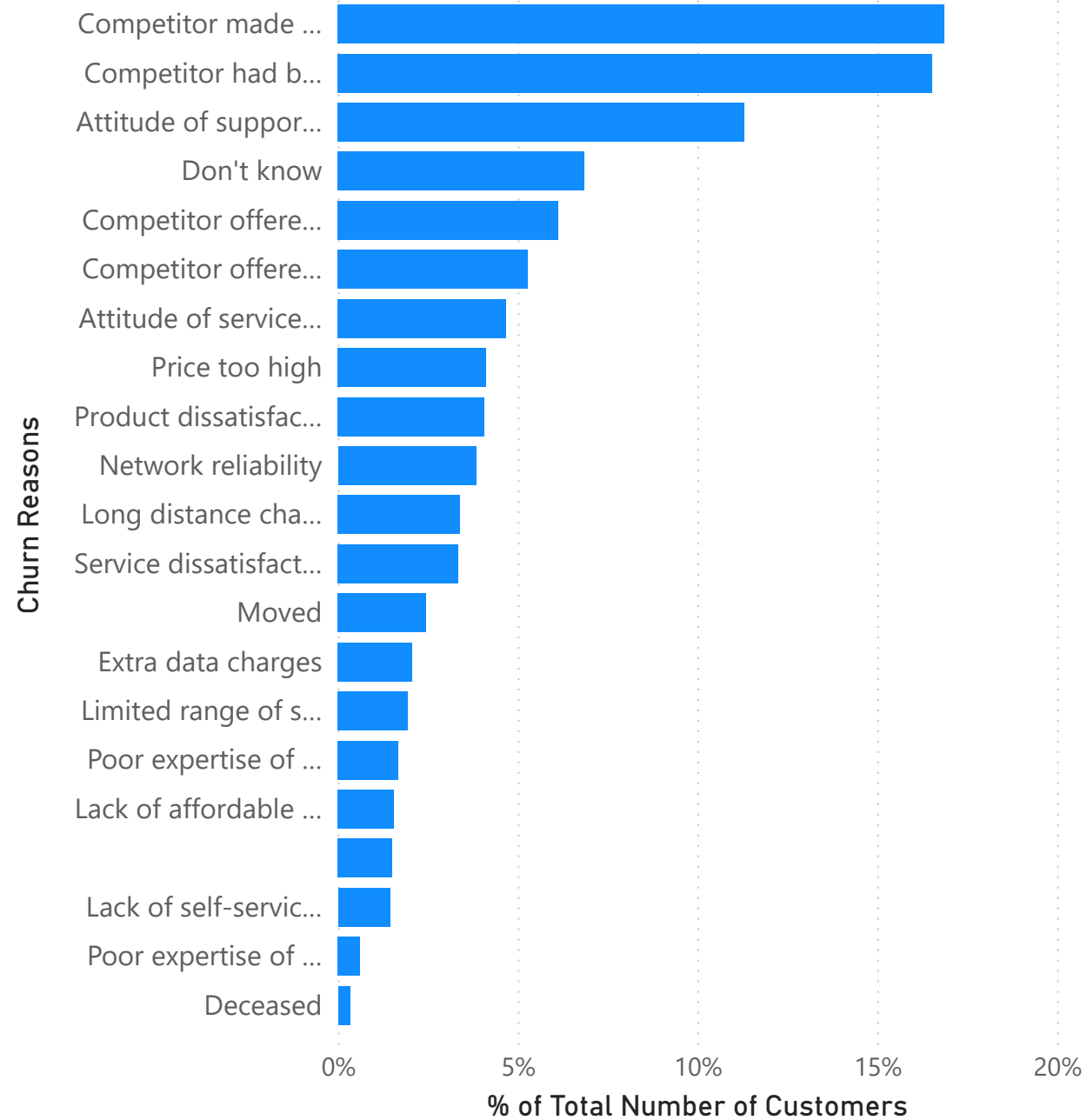
6687

Count of Customer ID

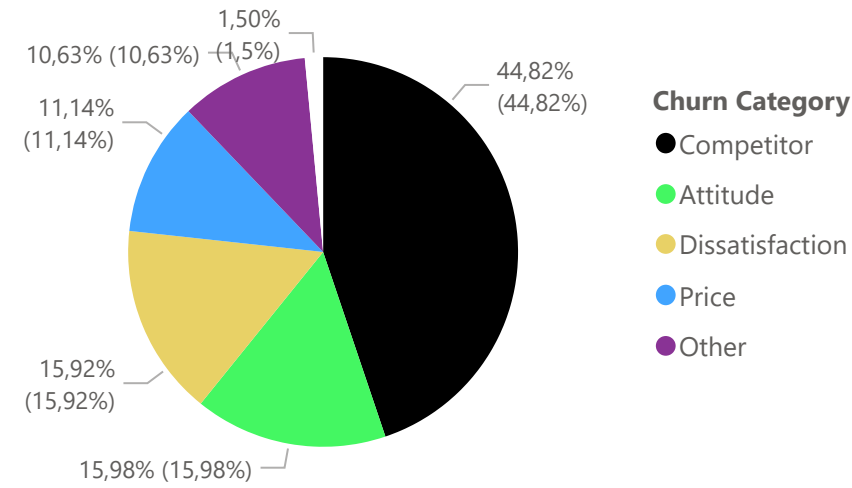
1796

Churned

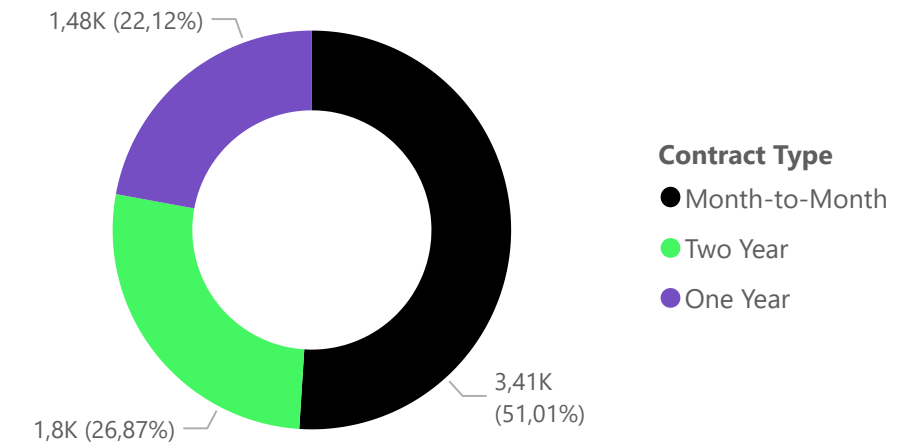
### Churn Reasons



%GT Count of Churn Label by Churn Category



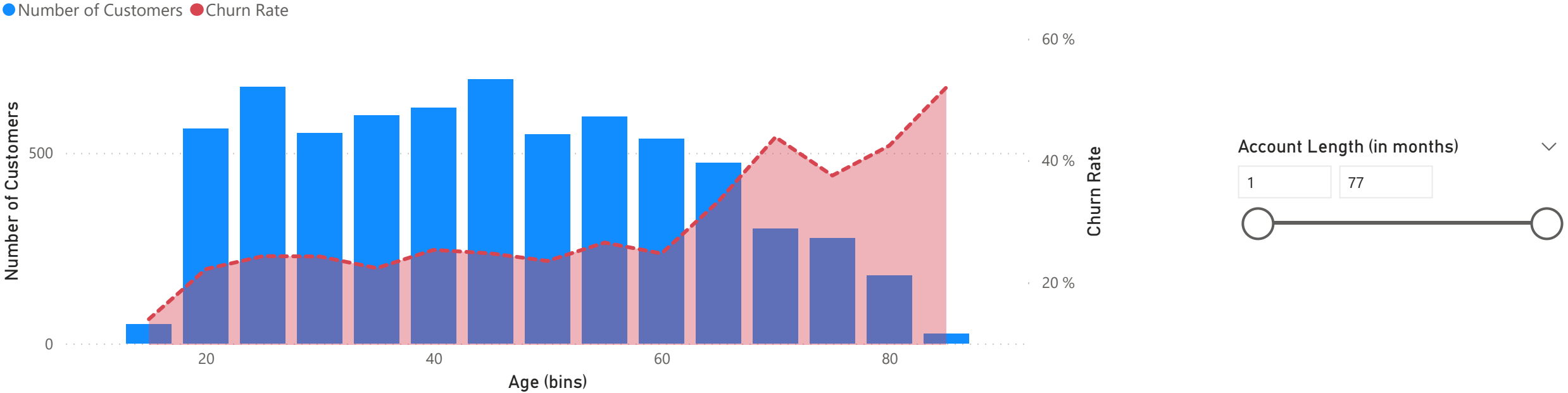
Count of Customer ID by Contract Type



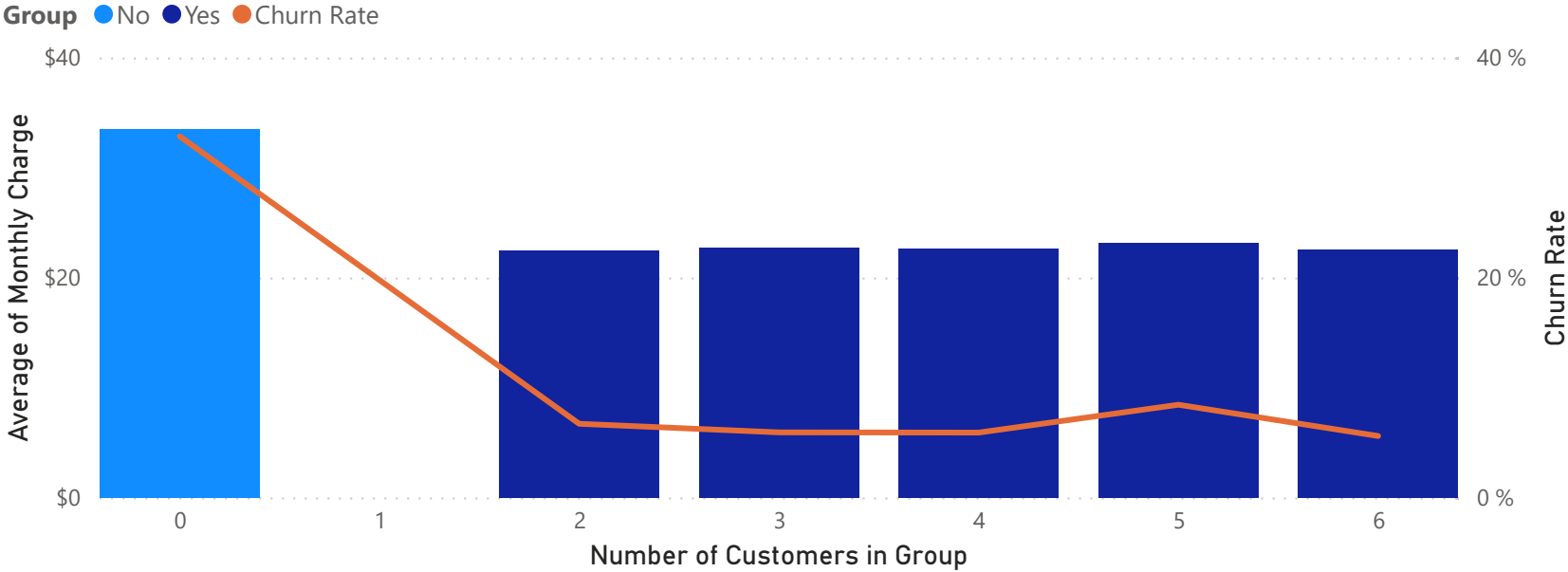
Churn Rate by State



Number of Customers and Churn Rate by Age (bins)



Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group





6123

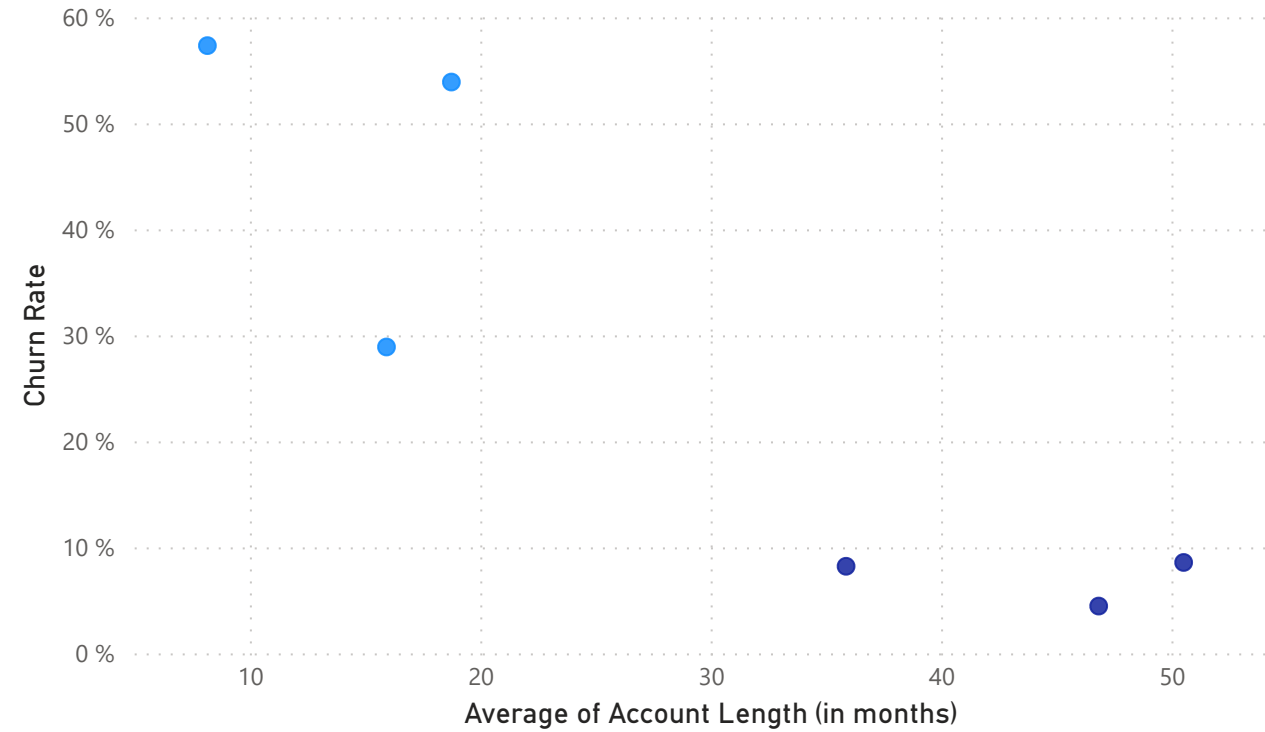
Customer Service Calls

0,92

Avg Customer Service Calls

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly

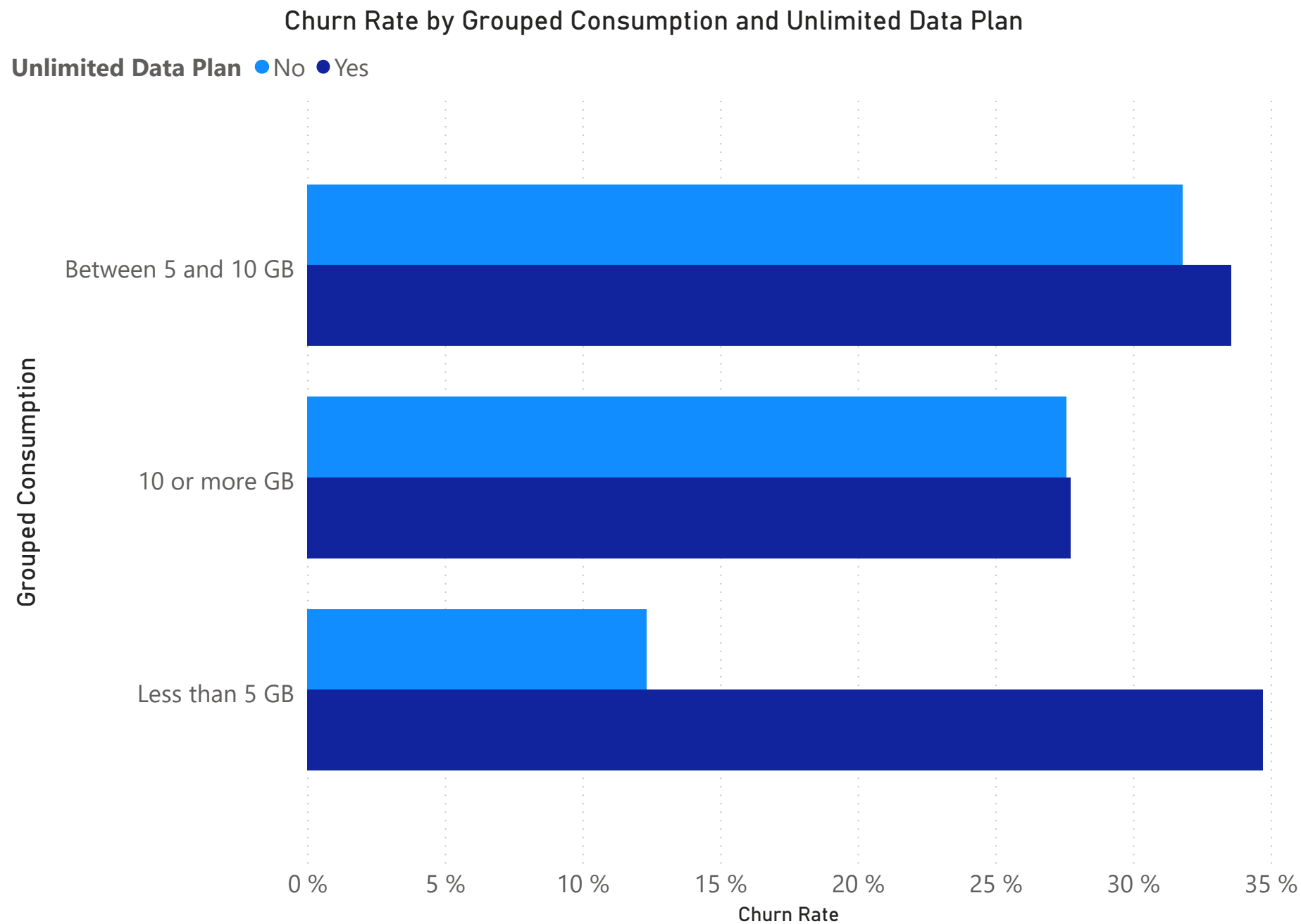


Contract Category, Payment Method

- ^ ☐ Monthly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check
- ^ ☐ Yearly
- ☐ Credit Card
  - ☐ Direct Debit
  - ☐ Paper Check

**33,64**  
Avg Extra International Charges

**3,37**  
Avg Extra Data Charges



6123

Customer Service Calls

33,64

Avg Extra International  
Charges

0,92

Avg Customer Service C...

3,37

Avg Extra Data Charges

Churn Rate by State



Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes

