Customer Churn Analysis Dashboard

➢ Customer Dashboard | Requirements

Dashboard Purpose

Provides an overview of customer demographics, behaviors, and trends to help identify key patterns and improve customer satisfaction.

Key Requirements

Demographics

The Demographics section should offer insights into the composition of the workforce, including:

- Present the gender ratio in the company.
- Show the distribution of customers by tenure.
- Display the total number of senior citizens.
- Compare the proportion of customers with and without partners and dependents.

Account

The account analysis section should focus on account-related metrics, including:

- Display a summary of total number of customers, total charges and monthly charges.
- Visualize the distribution of contract durations among customers.
- Compare the total customer across payment methods while also providing the distribution of contract types within each method.
- Compare the number of customers by paperless billing.

Services

The service section should focus on the services each customer has signed up for, including:

- Compare the number of customers using different types of internet services.
- Display a summary of the percentage of customers who have signed up for the following services:
    i. Phone Service
    ii. Tech Support
    iii. Multiple Lines
    iv. Device Protection
    v. Online Backup
    vi. Online Security
    vii. Streaming TV
    viii. Streaming Movies

➢ Churner Dashboard | Requirements

Dashboard Purpose

Analyzes churned customers characteristics and behaviors to identify patterns and factors contributing to churn, aiding in retention strategies.

Key Requirements

Demographics

The Demographics section should offer insights into the composition of the workforce, including:

- Present the gender ratio of the churned customers in the company.
- Show the distribution of churned customers by tenure.
- Display the total no. of churned senior citizens.
- Compare the proportion of churned customers with and without partners and dependents.

Account

The account analysis section should focus on account-related metrics, including:

- Display a summary of total number of churned customers, total charges and monthly charges for churned customers.
- Visualize the distribution of contract durations among churned customers.
- Compare the total churned customer across payment methods while also providing the distribution of contract types within each method.
- Compare the number of churned customers by paperless billing.

Services

The service section should focus on the services each churned customer has signed up for, including:

- Compare the number of churned customers using different types of internet services.
- Display a summary of the percentage of churned customers who have signed up for the following services:
    - i.   Phone Service
    - ii.   Tech Support
    - iii.   Multiple Lines
    - iv.   Device Protection
    - v.   Online Backup
    - vi.   Online Security
    - vii.   Streaming TV
    - viii. Streaming Movies

➢ Customer Records View | Requirements

Dashboard Purpose

The customer profile dashboard provides detailed information about each customer.

Key Requirements

- Provide a comprehensive list of all customers with necessary information such as customer ID, gender, partners, dependents, contract type, senior citizen status, and payment method.
- Users should be able to filter the list based on any of the available columns.

➢ Design & Interactivity Requirements

Dashboard Dynamic

- Provide users with the ability to navigate between the dashboards easily.
- Make the charts and graphs interactive, enabling users to filter data using the charts.

Data Filters

- Allow users to filter data by customer information like payment method and contract and by demographic information such as gender, partners and dependents.