

WGU D210 TASK 1 REV 10 - MATTINSON

Dashboard and Storytelling of Telecom Churn Data

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Task 1: Data Dashboard and Storytelling

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Abstract

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Part 1: Interactive Data Dashboard

A. Interactive dashboard

Provide a copy of your interactive Tableau dashboard to support executive decision-making. Your dashboard must be accessible to users with colorblindness, and must include the components in each of the following areas:

- A1. The Interactive Dashboard
- A2. Key Performance Indicators computed from both data sets
- A3. Data integrated from two (2) data sets
- A4. Instructions to install dashboard
- A5. Instructions to navigate dashboard

A1. The Dashboard

Dashboard. For this task, I created multiple interactive dashboards using Tableau Public 2021.4.

- Link to my profile <https://public.tableau.com/app/profile/mike.mattinson>
- Link to the **Density** Dashboard
https://public.tableau.com/app/profile/mike.mattinson/viz/D210_Task1_Density_1/Density
- Link to the **Lost Revenue** Dashboard
https://public.tableau.com/app/profile/mike.mattinson/viz/D210_Task1_Lost_Revenue_45/LostRevenue
- Link to the **Age Histogram** Dashboard
https://public.tableau.com/app/profile/mike.mattinson/viz/d210_task1_Age_6/Age_Histogram
- Link to the **Lost Customer** Dashboard
https://public.tableau.com/app/profile/mike.mattinson/viz/D210_Task1_Lost_Customers_1/LostCustomers
-

The figure below shows an example from the Lost Revenue dashboard (Mattinson, 2022) :

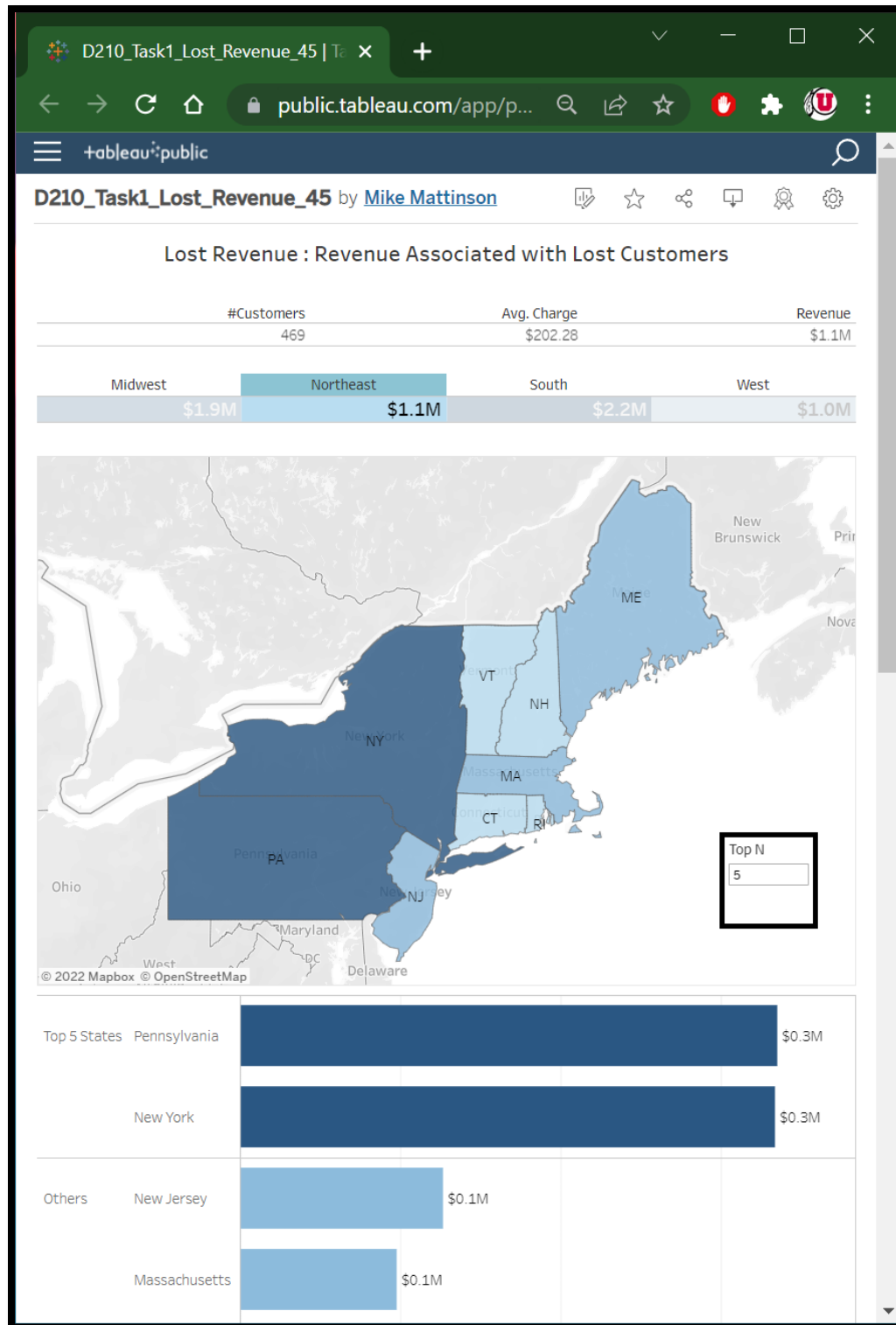


Figure 1 Example from dashboard

INTERACTIVE DASHBOARD SHOWING NUMBER OF LOST CUSTOMERS FROM NORTHWEST REGION. DASHBOARD COMPONENTS ARE AUTOMATICALLY RECALCULATED WHEN DIFFERENT OPTIONS ARE SELECTED BY USER.

Colorblindness. To make the dashboard more accessible to users with colorblindness, I have chosen to use color-blindness friendly palette of blue and orange. According to Shaffer (Shaffer, 2022), “one color used together in combination with another color is generally fine when one of them is not usually associated with CVD.” Common CVD color combinations are Red/Green or Blue/Yellow, with Red/Green accounting for over 90% being the most common. (Turgut & Karanfil, 2022)

Four (4) Representations. My dashboard includes the following data representations to summarize the data or display trends:

Dashboard	Primary Viz	Secondary Viz
Lost Revenue	Heatmap	Barchart
Density	Heatmap	Barchart
Age	Histogram	
Lost Customer	Hexmap	

Two (2) Interactive Controls. My dashboard contains the following interactive controls:

Dashboard	Calculated	Parameter	Filter
Lost Revenue	Revenue		Churn=Yes
Density	Density		Churn=No
Age	Age (bins)	Bin Size	
Lost Customers			

In addition to the primary controls, Tableau has other built -in controls such as:

- All visualizations have tooltips that have appropriate data displayed when user mouses into or over the data elements of the visualization
- When looking at a map, the user can zoom in and out with mouse wheel or by using the map tools at top left of map.
- On the map, the user can select one or more states or regions by selecting the item in the sub-totals, or by Ctrl-clicking on an area of the map.

A2. Key Performance Indicators

Key Performance Indicators (KPI). My dashboard includes the following key performance indicators:

Lost Revenue: Total aggregation of annual revenue lost because of lost customers.

$[\text{Monthly Charge}] * 12$

Revenue: Total aggregation annual revenue based on the loyal customer's monthly charge.

$\text{count}([\text{Customer}]) / \text{sum}([\text{Population}]) * 1000$

Lost Customers: Total number of lost customers.

%Lost Customers: # of lost customers / total customers

A3. The Data

Provide both data sets that serve as the data source for the dashboard.

Data. This task uses one (1) primary internal dataset and two (2) external datasets.

Data set 1: churn_clean.csv. This is the primary data provided by the telecom organization. It consists of 10,000 customer records. The data is broken down into the following attributes:

1. **Customer_id** is categorical (CATEGORICAL): ['K409198' 'S120509' 'K191035' ... 'I243405' 'I641617' 'T38070'].
2. **State** is categorical (CATEGORICAL): ['AK' 'MI' 'OR' 'CA' 'TX' 'GA' 'TN' 'OK' 'FL' 'OH' 'PA' 'PR' 'IA' 'ME' 'IL' 'WI' 'NC' 'AL' 'NM' 'VT' 'MD' 'NY' 'WA' 'CT' 'NJ' 'DC' 'ND' 'LA' 'NE' 'WV' 'AZ' 'MO' 'WY' 'MT' 'VA' 'KY' 'MN' 'KS' 'MA' 'IN' 'SC' 'NH' 'DE' 'MS' 'ID' 'AR' 'SD' 'CO' 'HI' 'UT' 'RI' 'NV'].
3. **Area** is categorical (CATEGORICAL): ['Urban' 'Suburban' 'Rural'].
4. **TimeZone** is categorical (CATEGORICAL): ['America/Sitka' 'America/Detroit' 'America/Los_Angeles' 'America/Chicago' 'America/New_York' 'America/Puerto_Rico' 'America/Denver' 'America/Menominee' 'America/Phoenix' 'America/Indiana/Indianapolis' 'America/Boise' 'America/Kentucky/Louisville' 'Pacific/Honolulu' 'America/Indiana/Petersburg' 'America/Nome' 'America/Anchorage' 'America/Indiana/Knox' 'America/Juneau' 'America/Toronto' 'America/Indiana/Winamac' 'America/Indiana/Vincennes' 'America/North_Dakota/New_Salem' 'America/Indiana/Tell_City' 'America/Indiana/Marengo' 'America/Ojinaga'].
5. **Children** is numerical (CONTINUOUS) - type: int64.
Unique: [0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10]
6. **Age** is numerical (CONTINUOUS) - type: int64.
Unique: [18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89]
7. **Income** is numerical (CONTINUOUS) - type: float64.
Min: 348.670 Max: 258900.700 Std: 28199.917
8. **Marital** is categorical (CATEGORICAL): ['Widowed' 'Married' 'Separated' 'Never Married' 'Divorced'].
9. **Gender** is categorical (CATEGORICAL): ['Male' 'Female' 'Nonbinary'].

10. **Churn** is categorical (CATEGORICAL): ['No' 'Yes'].
11. **Outage_sec_perweek** is numerical (CONTINUOUS) - type: float64.
Min: 0.100 Max: 21.207 Std: 2.976
12. **Email** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23]
13. **Contacts** is numerical (CONTINUOUS) - type: int64.
Unique: [0, 1, 2, 3, 4, 5, 6, 7]
14. **Yearly equip failure** is numerical (CONTINUOUS) - type: int64.
Unique: [0, 1, 2, 3, 4, 6]
15. **Techie** is categorical (CATEGORICAL): ['No' 'Yes'].
16. **Contract** is categorical (CATEGORICAL): ['One year' 'Month-to-month' 'Two Year'].
17. **Port_modem** is categorical (CATEGORICAL): ['Yes' 'No'].
18. **Tablet** is categorical (CATEGORICAL): ['Yes' 'No'].
19. **InternetService** is categorical (CATEGORICAL): ['Fiber Optic' 'DSL' 'None'].
20. **Phone** is categorical (CATEGORICAL): ['Yes' 'No'].
21. **Multiple** is categorical (CATEGORICAL): ['No' 'Yes'].
22. **OnlineSecurity** is categorical (CATEGORICAL): ['Yes' 'No'].
23. **OnlineBackup** is categorical (CATEGORICAL): ['Yes' 'No'].
24. **DeviceProtection** is categorical (CATEGORICAL): ['No' 'Yes'].
25. **TechSupport** is categorical (CATEGORICAL): ['No' 'Yes'].
26. **StreamingTV** is categorical (CATEGORICAL): ['No' 'Yes'].
27. **StreamingMovies** is categorical (CATEGORICAL): ['Yes' 'No'].
28. **PaperlessBilling** is categorical (CATEGORICAL): ['Yes' 'No'].

29. **PaymentMethod** is categorical (CATEGORICAL): ['Credit Card (automatic)' 'Bank Transfer(automatic)' 'Mailed Check' 'Electronic Check'].

30. **Tenure** is numerical (CONTINUOUS) - type: float64.
Min: 1.000 Max: 71.999 Std: 26.443

31. **MonthlyCharge** is numerical (CONTINUOUS) - type: float64.
Min: 79.979 Max: 290.160 Std: 42.943

32. **Bandwidth_GB_Year** is numerical (CONTINUOUS) - type: float64.
Min: 155.507 Max: 7158.982 Std: 2185.295

33. **Item1** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7]

34. **Item2** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7]

35. **Item3** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7, 8]

36. **Item4** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7]

37. **Item5** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7]

38. **Item6** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7, 8]

39. **Item7** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7]

40. **Item8** is numerical (CONTINUOUS) - type: int64.
Unique: [1, 2, 3, 4, 5, 6, 7, 8]

Data set 2: population.csv. The original data had a population attribute, but I wanted to include population calculations based on each state's total population. This is an external dataset from United States Census Bureau showing population data for the US states for years 2020 and 2021. The external population data is broken down as follows:

1. **NAME** is categorical (CATEGORICAL): ['United States' 'Northeast Region' 'Midwest Region' 'South Region' 'West Region' 'Oklahoma' 'Nebraska' 'Hawaii' 'South Dakota' 'Tennessee' 'Nevada' 'New Mexico' 'Iowa' 'Kansas' 'District of Columbia' 'Texas' 'Missouri' 'Arkansas' 'Michigan' 'New Hampshire' 'North Carolina' 'Ohio' 'South Carolina' 'Wyoming' 'California' 'North Dakota' 'Louisiana' 'Maryland' 'Delaware' 'Pennsylvania' 'Georgia' 'Oregon' 'Minnesota' 'Colorado' 'New Jersey' 'Kentucky' 'Washington' 'Maine' 'Vermont' 'Idaho' 'Indiana' 'Montana' 'New York' 'Puerto Rico' 'Connecticut' 'Florida' 'Virginia' 'Massachusetts' 'Illinois' 'Mississippi' 'Arizona' 'Utah' 'Wisconsin' 'Alabama' 'West Virginia' 'Rhode Island' 'Alaska'].

2. **POP_2021** is numerical (CONTINUOUS) - type: int64.

Unique: [732673, 29527941, 5039877, 21781128, 6165129, 19835913, 4246155, 1104271, 895376, 1441553, 6984723, 7276316, 57159838, 774948, 2115877, 5707390, 1963692, 4624047, 1782959, 11780017, 5190705, 2934582, 3143991, 9267130, 1095610, 1388992, 645570, 7738692, 3337975, 39237836, 2949965, 10799566, 3986639, 4509394, 1372247, 12964056, 6168187, 3605597, 3263584, 6805985, 670050, 3025891, 68841444, 5812069, 8642274, 5895908, 12671469, 331893745, 127225329, 6975218, 578803, 1900923, 3193079, 1003384, 10551162, 10050811, 78667134]

Source: NST_EST2021_POP Annual Estimates of the Resident Population for the United States, Regions, States, District of Columbia, and Puerto Rico: April 1, 2020 to July 1, 2021 (US Census Bureau, 2022)

Data set 3: states.csv. To link between churn data and the population data, I needed another indexing table. Churn data uses two (2) letter state code and the population data uses the full state name. The index table has both fields and can be used to link between tables. The external states data is broken down as follows:

1. **State** is categorical (CATEGORICAL): ['Alabama' 'Alaska' 'Arizona' 'Arkansas' 'California' 'Colorado' 'Connecticut' 'Delaware' 'District of Columbia' 'Florida' 'Georgia' 'Hawaii' 'Idaho' 'Illinois' 'Indiana' 'Iowa' 'Kansas' 'Kentucky' 'Louisiana' 'Maine' 'Maryland' 'Massachusetts' 'Michigan' 'Minnesota' 'Mississippi' 'Missouri' 'Montana' 'Nebraska' 'Nevada' 'New Hampshire' 'New Jersey' 'New Mexico' 'New York' 'North Carolina' 'North Dakota' 'Ohio' 'Oklahoma' 'Oregon' 'Pennsylvania' 'Rhode Island' 'South Carolina' 'South Dakota' 'Tennessee' 'Texas' 'Utah' 'Vermont' 'Virginia' 'Washington' 'West Virginia' 'Wisconsin' 'Wyoming'].
2. **Code** is categorical (CATEGORICAL): ['AL' 'AK' 'AZ' 'AR' 'CA' 'CO' 'CT' 'DE' 'DC' 'FL' 'GA' 'HI' 'ID' 'IL' 'IN' 'IA' 'KS' 'KY' 'LA' 'ME' 'MD' 'MA' 'MI' 'MN' 'MS' 'MO' 'MT' 'NE' 'NV' 'NH' 'NJ' 'NM' 'NY' 'NC' 'ND' 'OH' 'OK' 'OR' 'PA' 'RI' 'SC' 'SD' 'TN' 'TX' 'UT' 'VT' 'VA' 'WA' 'WV' 'WI' 'WY'].

Source: US States Names and Abbreviations data. (World Population Review, 2022)

The tables will be linked as follows:

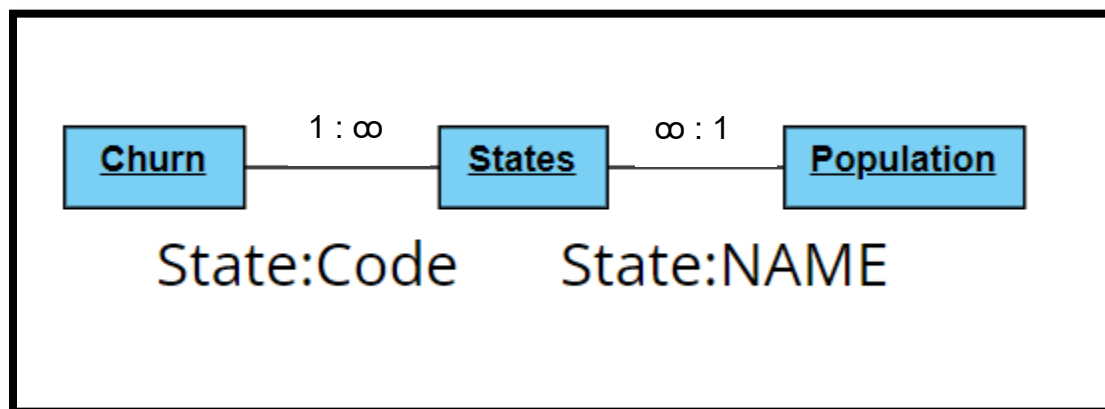


Figure 2 Data Relationships

CHURN: STATE HAS 1:MANY RELATIONSHIP WITH STATES:CODE. POPULATION: NAME HAS 1:MANY RELATIONSHIP WITH STATES:STATE

A4. Install (Create) Dashboard using Tableau Desktop

Provide step-by-step instructions to guide users through the dashboard installation.

I have created a separate document titled, “**Creating the Density Dashboard**” which explains the details of creating the sheets and dashboards.

A5. Navigate Dashboard using Tableau Public

Provide instructions to help users navigate the dashboard. There are numerous ways to navigate the dashboard, the fact that it is an interactive dashboard means the user can change the look and results of each data representation, and thereby, the user can create any number of navigational sequences.

For the purpose of this paper, I will demonstrate a typical navigational sequence by answering the following question:

- i. *Step 1. What are the top three (3) states contributing to the highest lost revenue? That is, aggregate revenue by state, sort by aggregated revenue descending and only consider lost customers. The results should show a list of states in sorted order, and we want to consider the top 3 states in that list.*
- ii. *Step 2. Open the latest version of the **Lost Revenue** dashboard*
- iii. *Step 3. Make sure that you are seeing all of the domestic US states, if there were a selection filter applied, you may only be seeing a portion of the total data. Clear any of the selection filters by clicking on the blue heading to un-select it.*
- iv. *Step 4. While looking at all states, update the Top N parameter to 3, then click enter key. This will refresh the table and the heading will show “**Top 3 States**”*

- v. Step 5. Now click on the lower table where it says “Top 3 States”, the map will refresh and the upper key measures tables will refresh data based on the selection, it should look like this:

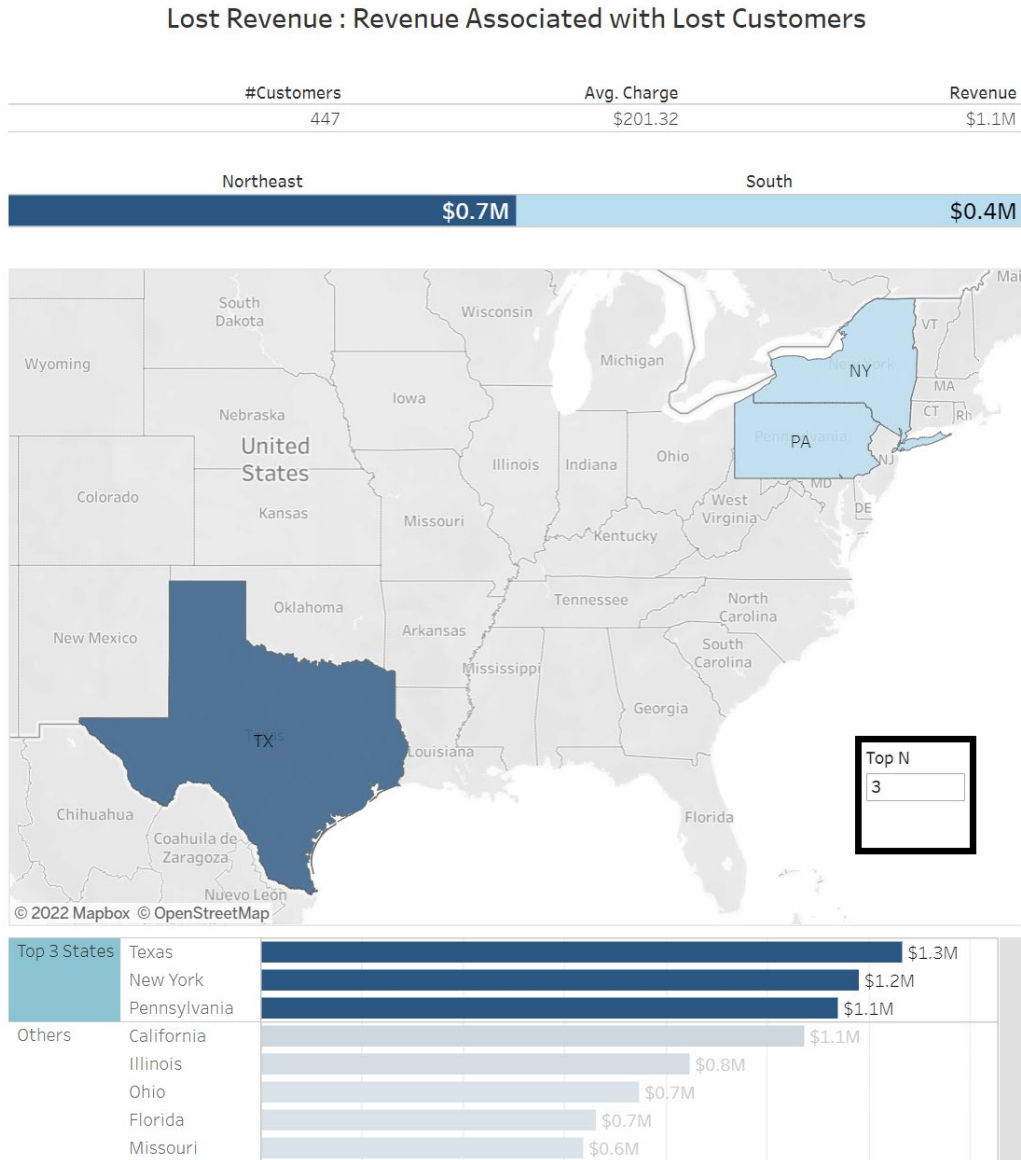


Figure 3 Top 3 States Lost Revenue

THE FIGURE SHOWS TOTAL NUMBER OF LOST CUSTOMERS, 447. THE AVERAGE MONTHLY CHARGE FOR THOSE LOST CUSTOMERS, #201.32. THE TOTAL AMOUNT OF LOST REVENUE, \$1.1M. THE MAP REFRESHES TO SHOW ONLY THOSE STATES, TX, PA AND NY. THE BOTTOM TABLE SHOWS THE THREE STATES RANKED BY HIGHEST LOST REVENUE.

Part 2: Storytelling with Data

B. Presentation Video

B. Provide a link to a Panopto multimedia presentation in which you tell a story about the data to an audience of data analytics peers. Your presentation should implement elements of effective storytelling and include *each* of the following elements:

- an introduction of yourself and your background
- a summary of *both* chosen data sets and the context in which they occur
- an outline of key results from your analysis of the two data sets
- **two** different data representations to serve as supporting evidence for your results
- a summary of actionable insights based on your results

Note: Your two data representations may come directly from your Tableau dashboard created in Part A or you may choose to use another software tool for data representation.

B1. Introduction

B2. Data Summary

B3. Outline Key Results

B4. Data Representations

B5. Actionable Insights

Part 3: Reflection Paper

C. Reflection Paper

- C. Write a reflection paper to demonstrate your understanding of data representation and reporting by doing the following:
1. Explain how the purpose and function of your dashboard align with the needs outlined in the data dictionary associated with your chosen data set.
 2. Explain how the variables in the additional data set enhance the insights that can be drawn from the data set you chose from the provided options.
 3. Explain **two** different data representations from your dashboard and how executive leaders can use them to support decision-making.
 4. Explain **two** interactive controls in your dashboard and how *each* enables the user to modify the presentation of the data.
 5. Describe how you built your dashboard to be accessible for individuals with colorblindness.
 6. Explain how **two** data representations in your presentation support the story you wanted to tell.
 7. Explain how you used audience analysis to adapt the message in your presentation.
 8. Describe how you designed your presentation for universal access by all audiences.
 9. Explain **two** elements of effective storytelling that you implemented in your presentation and how *each* element was intended to engage the audience.

C1. Explain

C2. Explain

C3. Explain

C4. Explain

C5. Describe

C6. Explain

C7. Explain

C8. Describe

C9. Explain

References

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