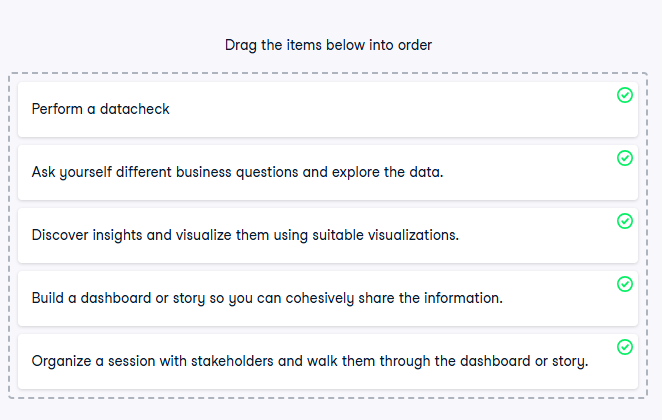
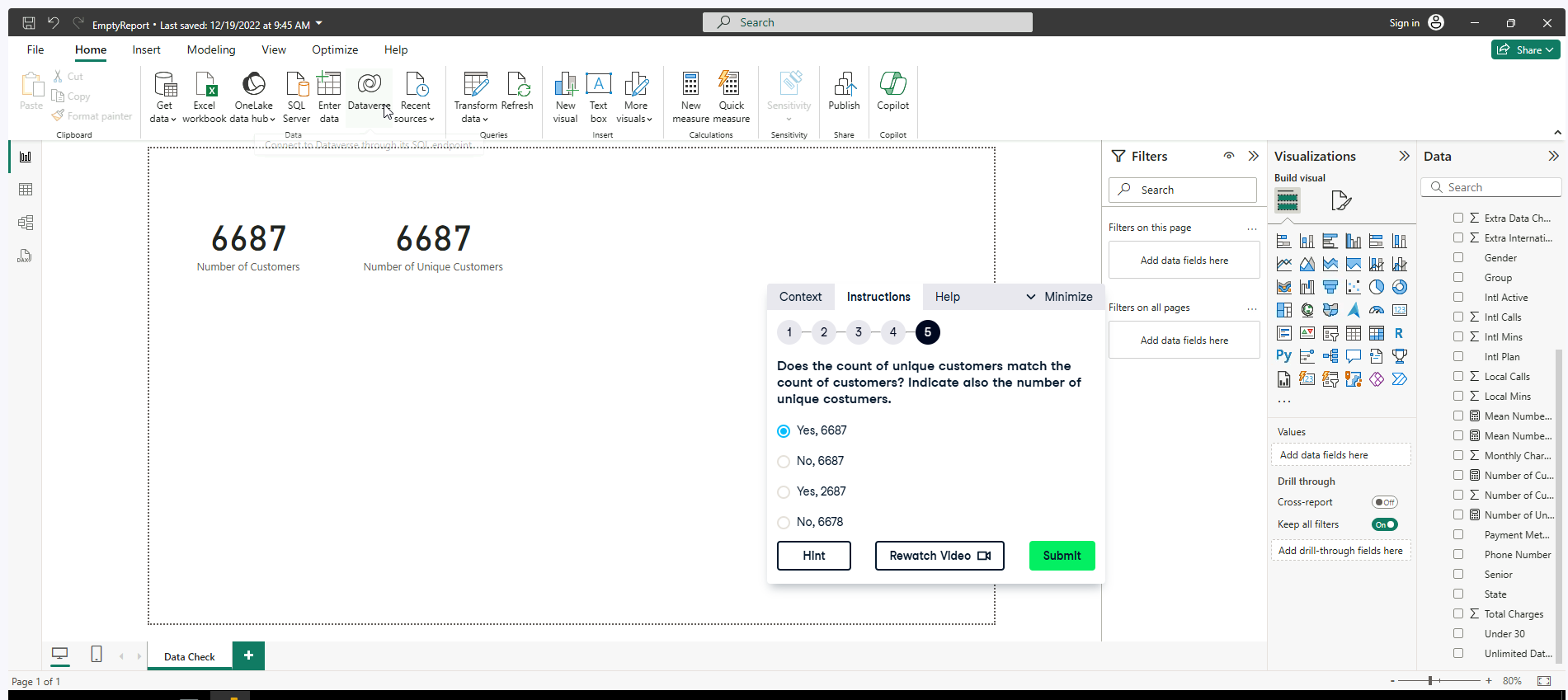
**Data Analyst in Power BI Data-Camp 2025**

**Section 4: Case Study: Analyzing Customer Churn in Power BI**

1. **Exploratory Analysis**

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**Exercise 1.1 **

[**DISTINCTCOUNT function (DAX) - DAX | Microsoft Learn**](https://learn.microsoft.com/en-us/dax/distinctcount-function-dax)

**A screenshot of a computer

AI-generated content may be incorrect.**

**Exercise 1.2**

[IF function (DAX) - DAX | Microsoft Learn](https://learn.microsoft.com/en-us/dax/if-function-dax)**A screenshot of a computer

AI-generated content may be incorrect.**

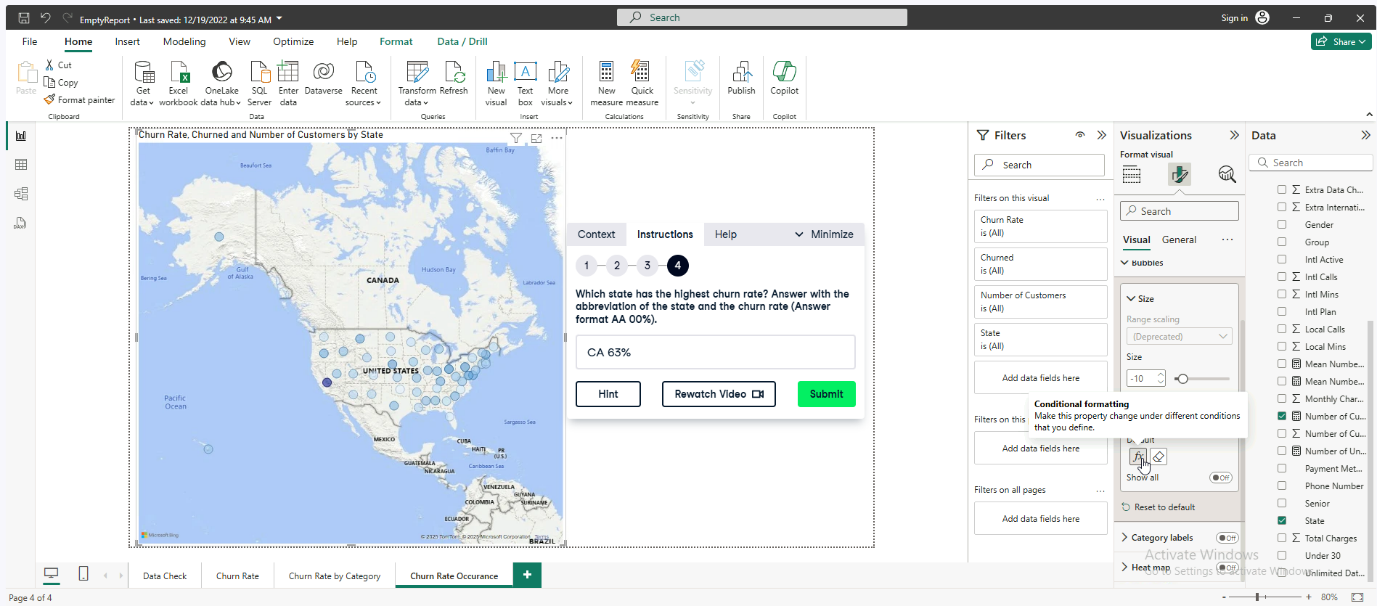
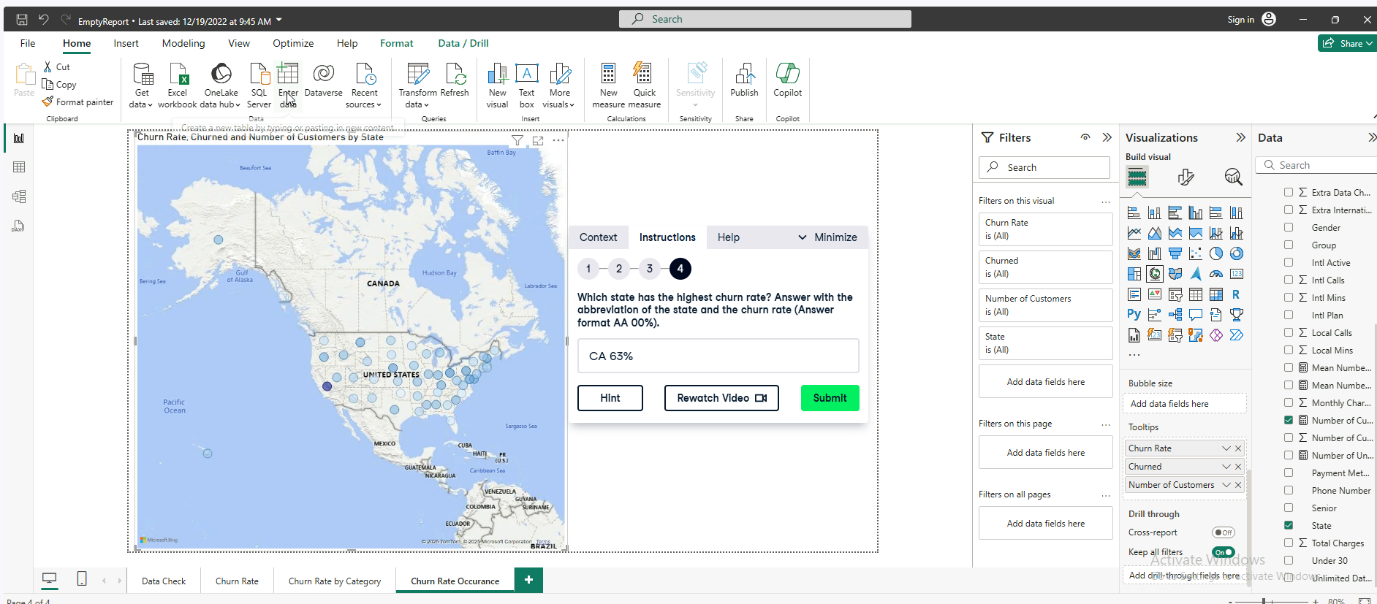
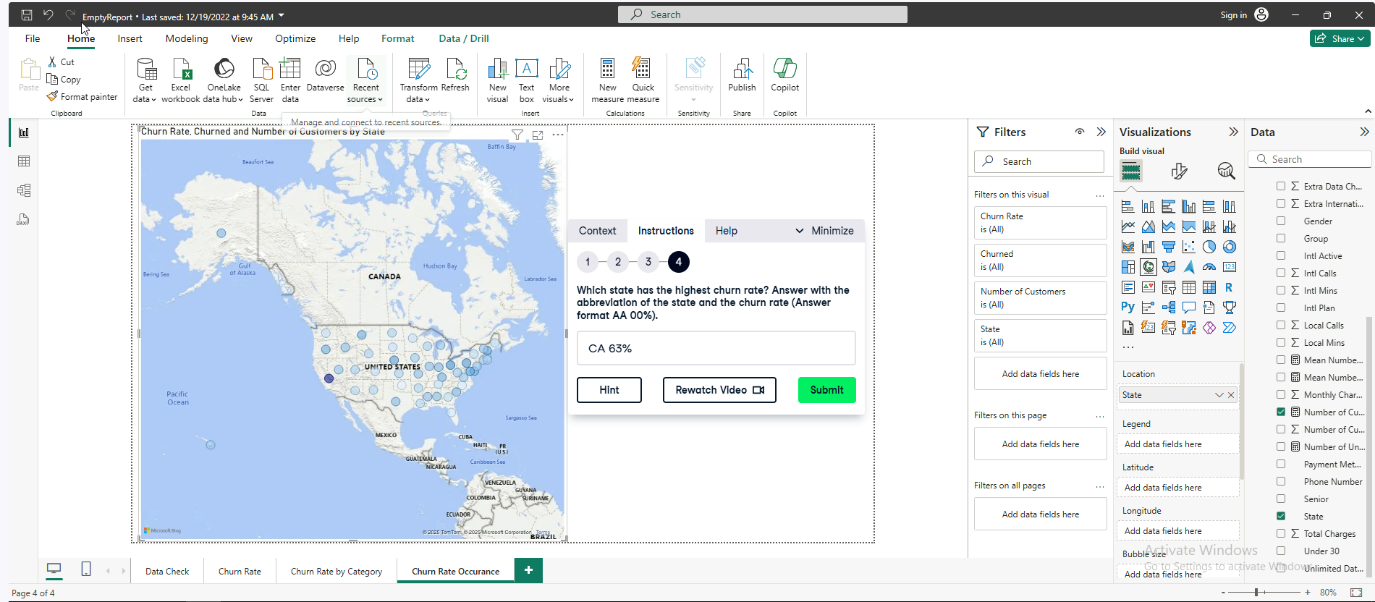
**Exercise 1.3**

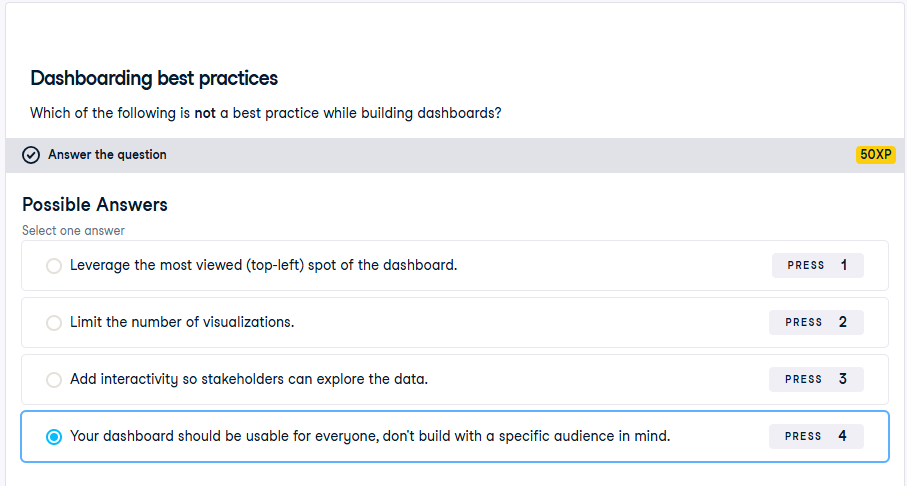
**A screenshot of a computer

AI-generated content may be incorrect.**

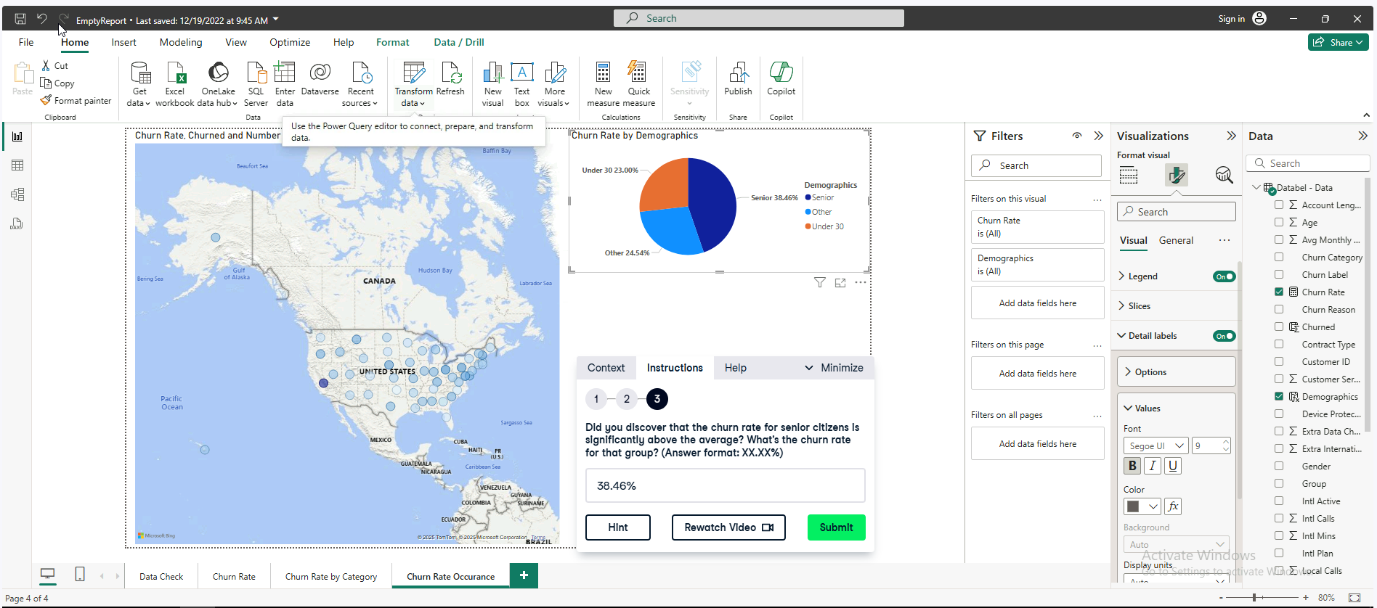
**Exercise 1.4A screenshot of a computer

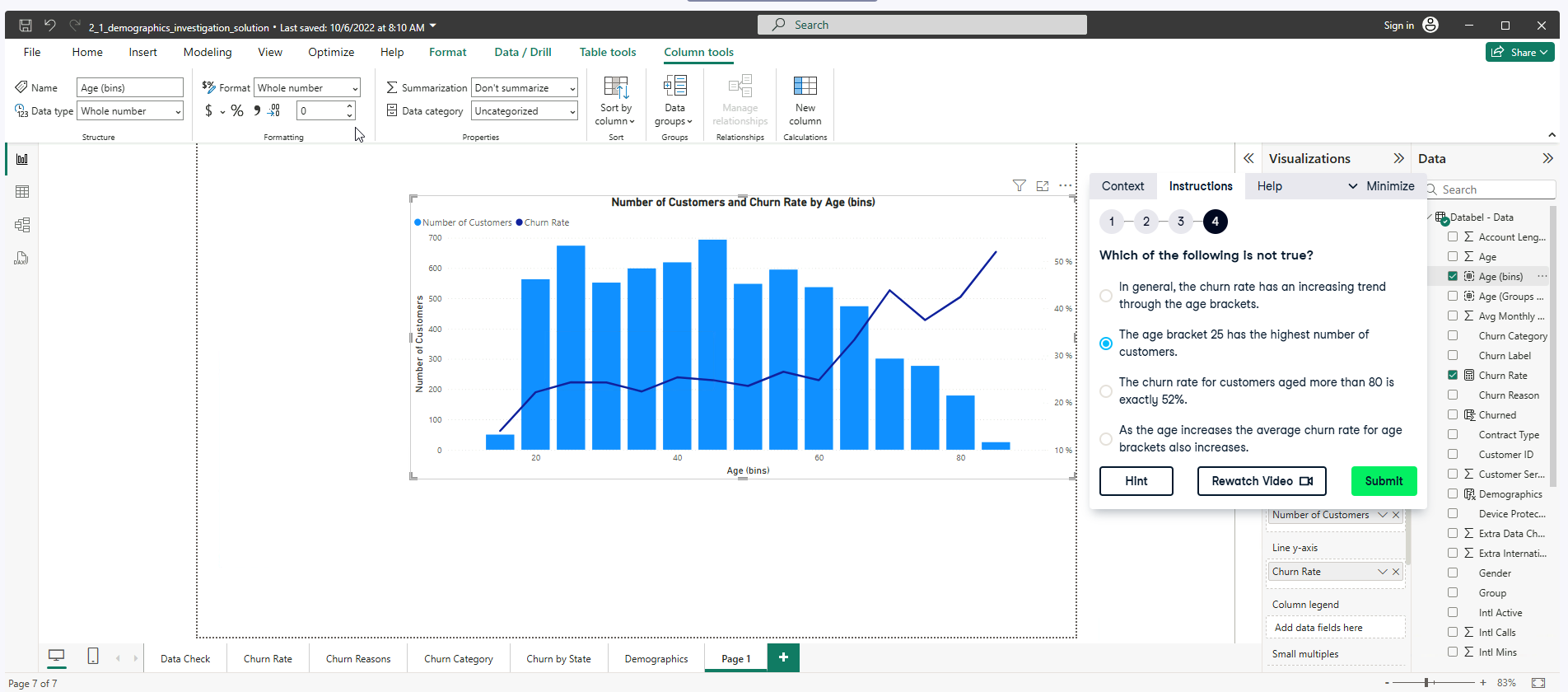
AI-generated content may be incorrect.**

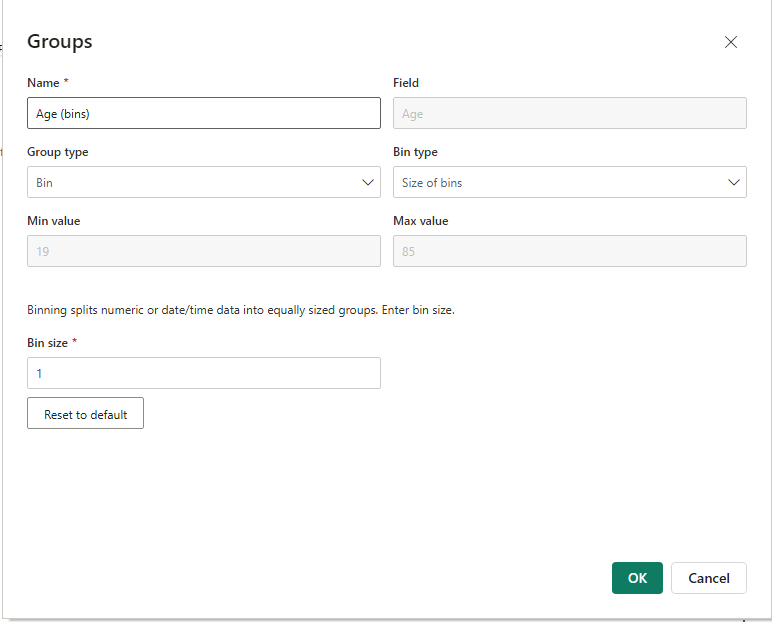
**Exercise 1.5**

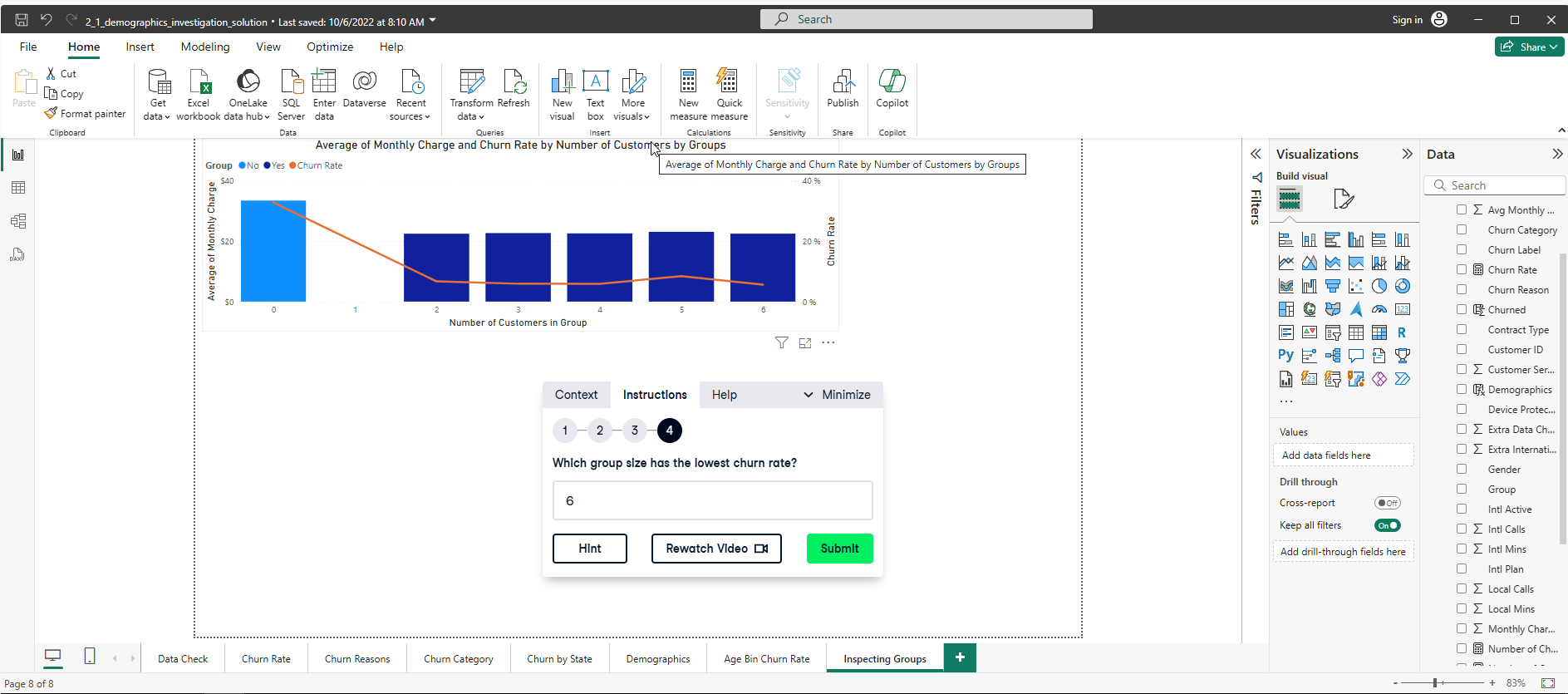
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1. **Investigating Churn Patterns**

**Exercise 2.1**

**Exercise 2.2A screenshot of a computer

AI-generated content may be incorrect.**

**Exercise 2.3**

**Exercise 2.4**

[SWITCH function (DAX) - DAX | Microsoft Learn](https://learn.microsoft.com/en-us/dax/switch-function-dax)

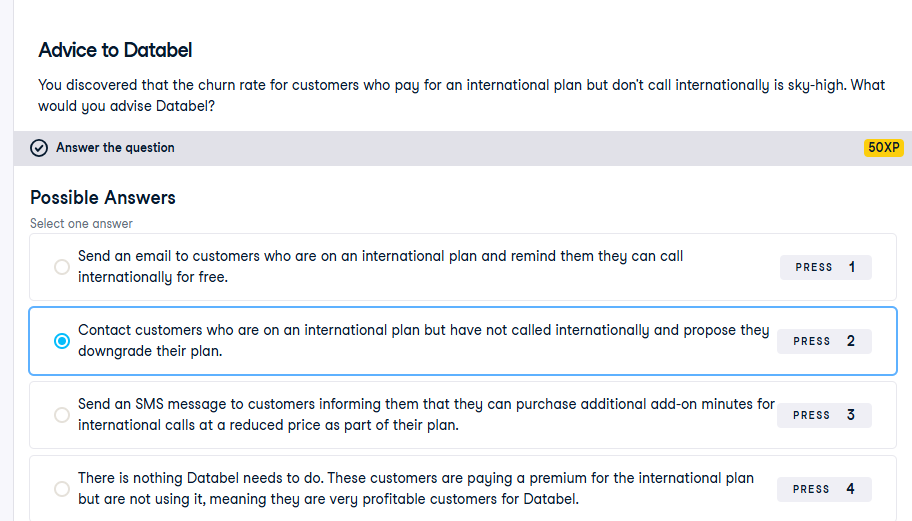


**Exercise 2.5**

**Exercise 2.6**

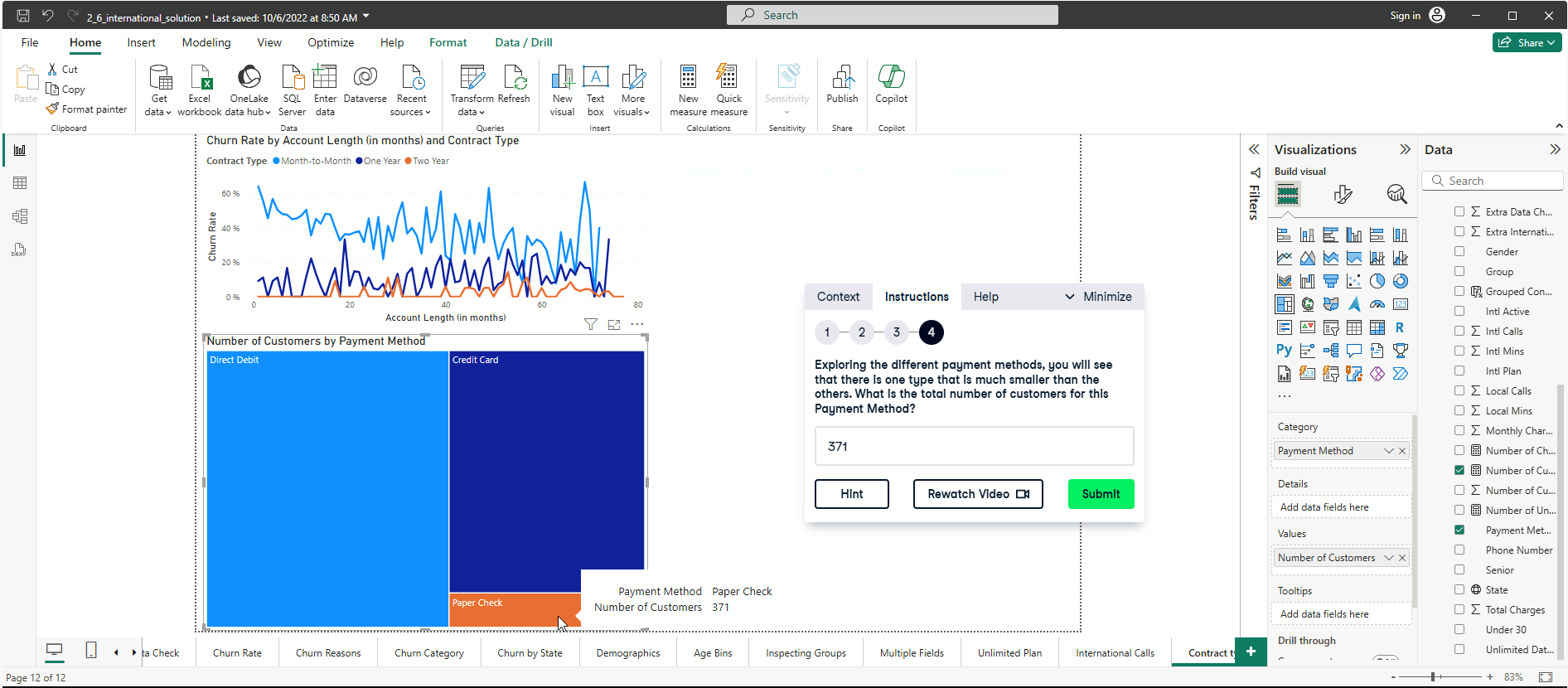
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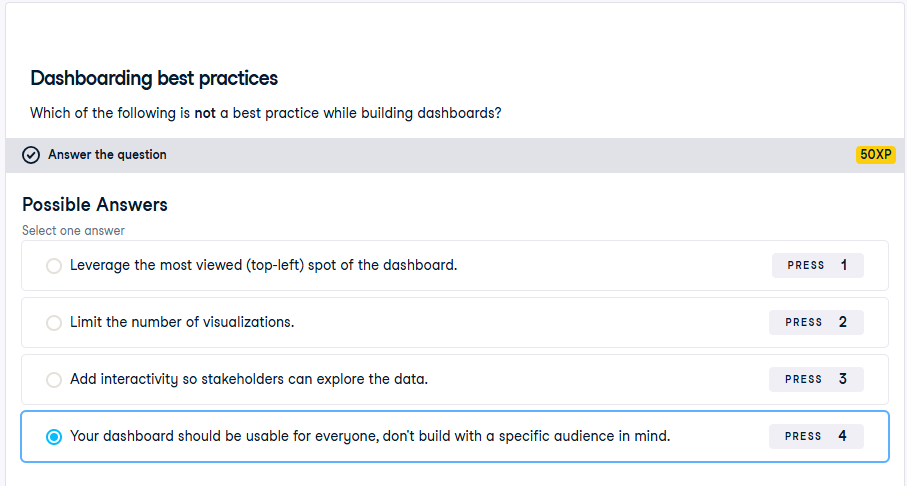
**NOTE: columns are Init Plan and rows are Intl Active**

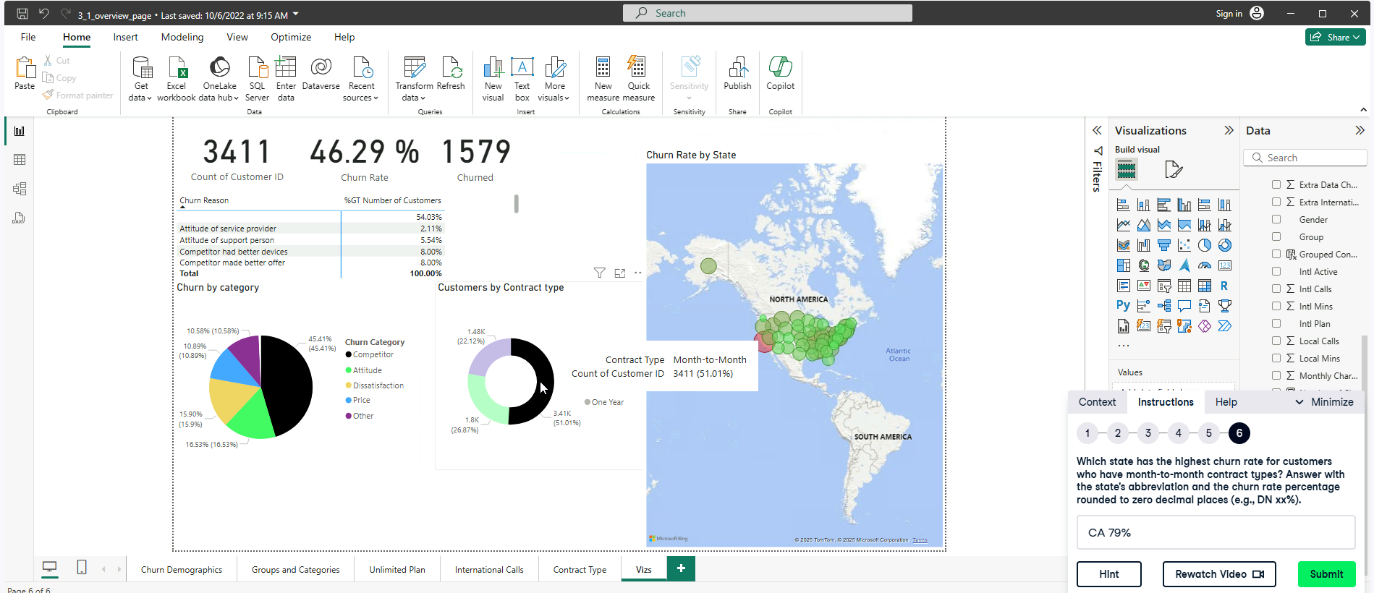
**Exercise 2.7**

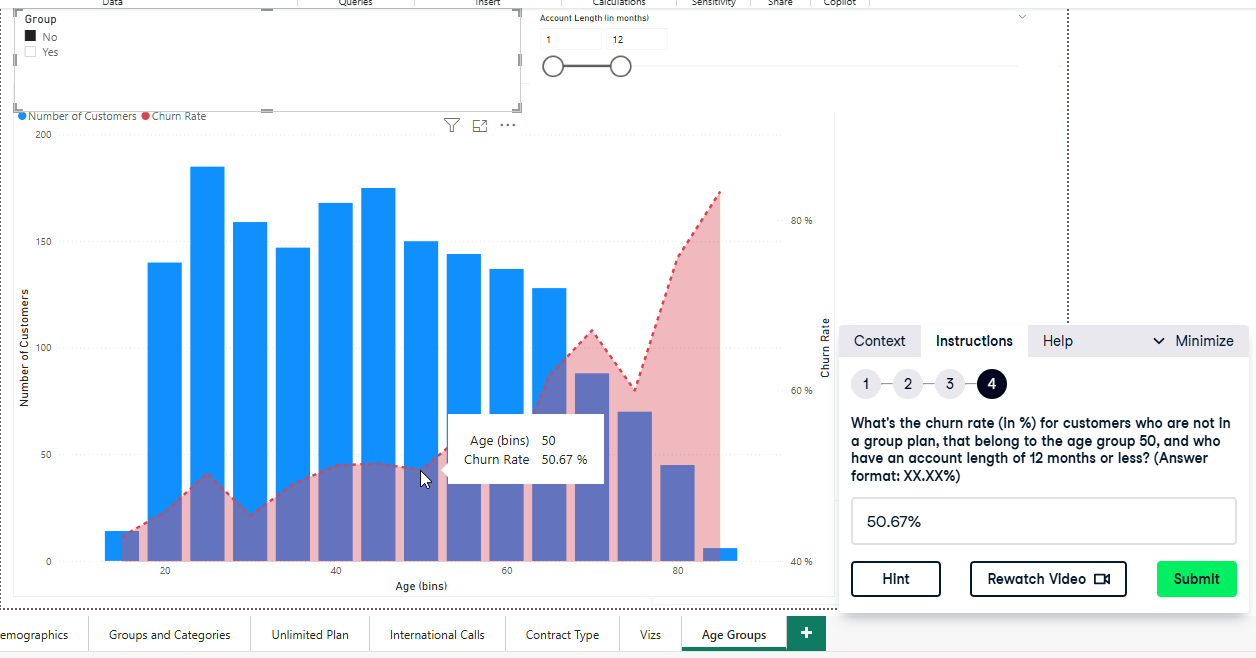
**Reason:** That's a great idea! Proposing a cheaper plan and explaining the rationale will increase customer satisfaction and stop customers from churning.

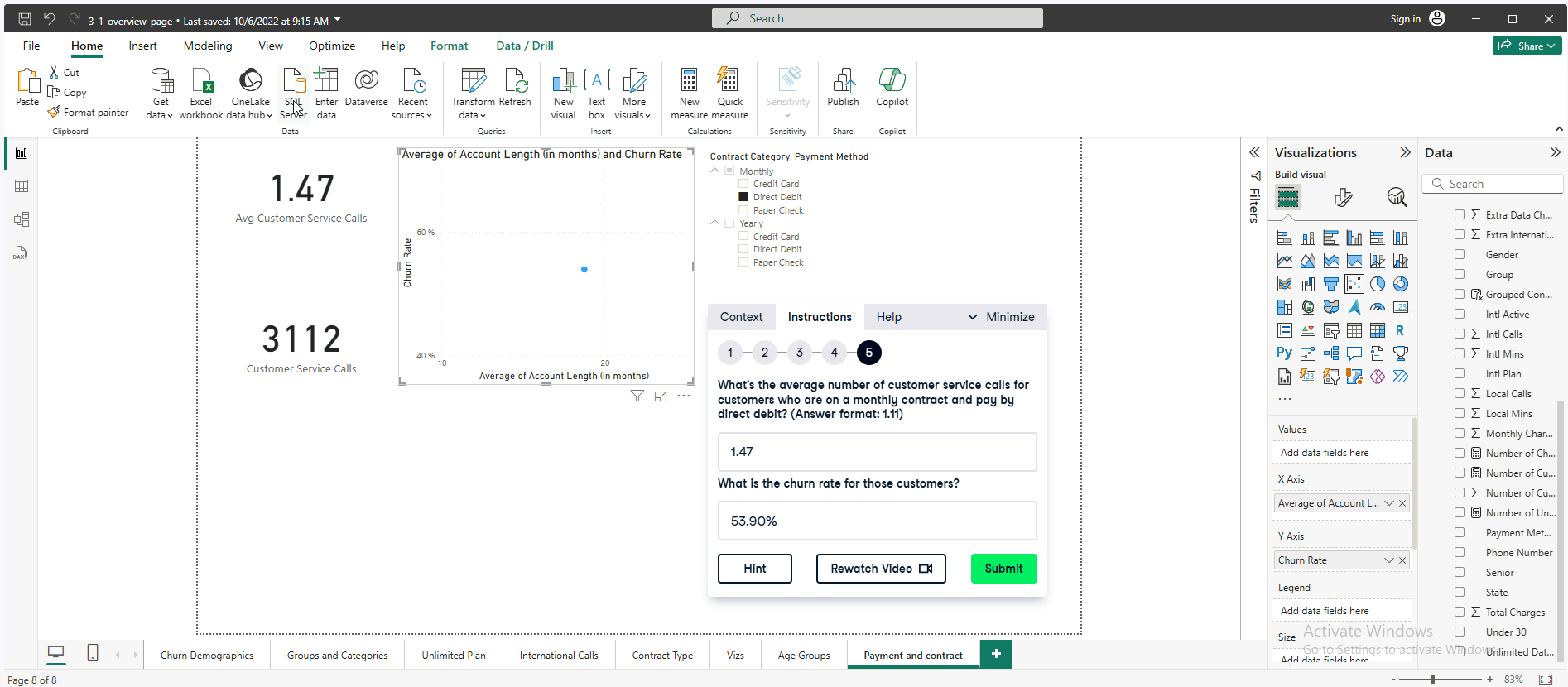
**Exercise 2.8**A screenshot of a computer

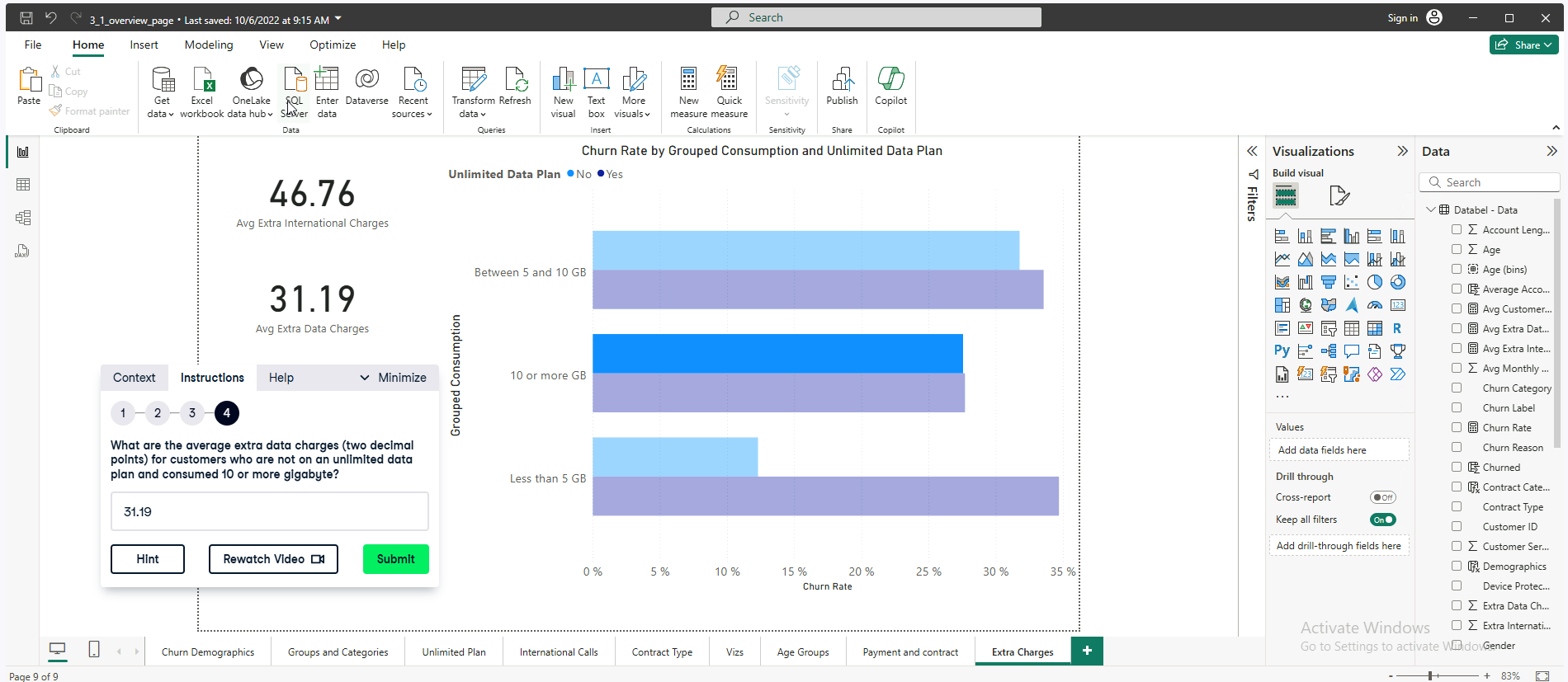
AI-generated content may be incorrect.

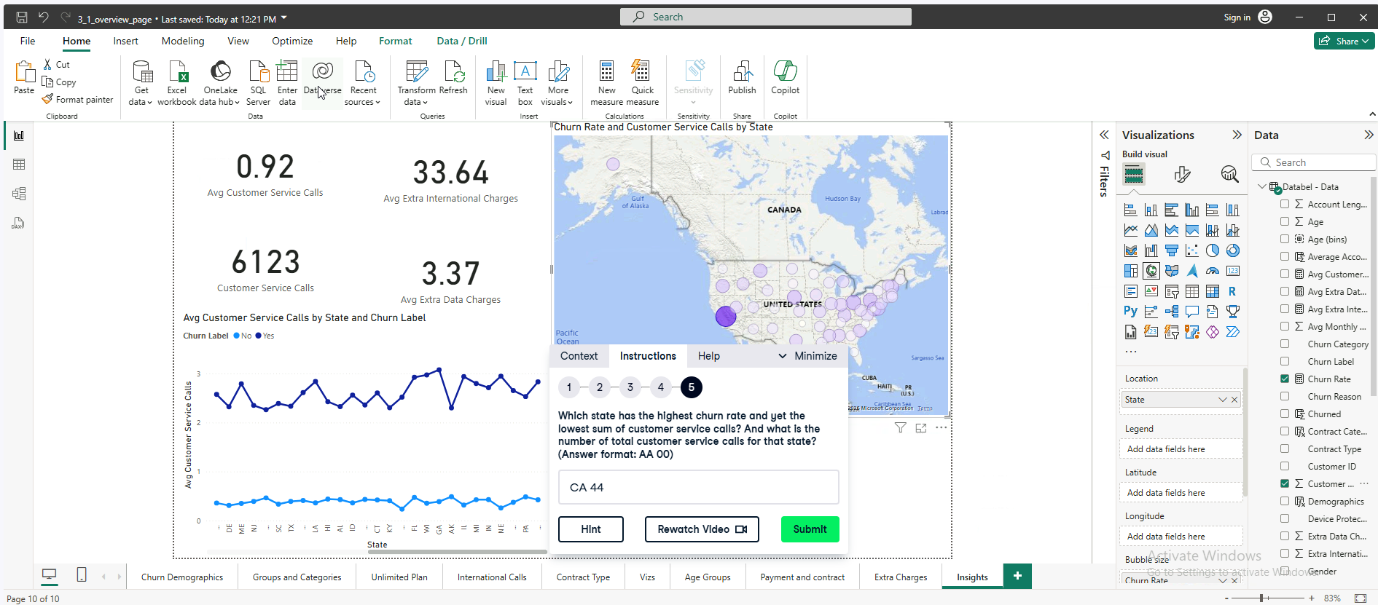
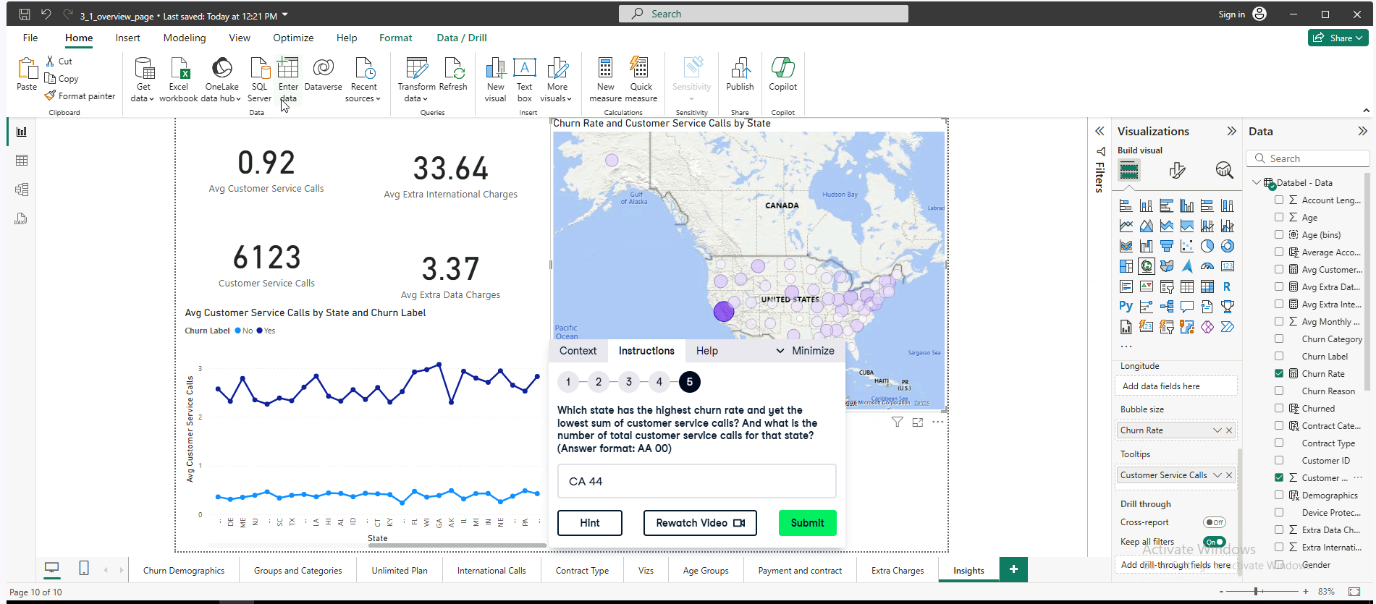
1. **Visualizing your Analysis**

**Exercise 3.1**

**Exercise 3.2**

**Exercise 3.3**

**Exercise 3.4**

**Exercise 3.5**