Scope of Work

# Project Overview

# This project applies business intelligence methods to analyze the Telco Customer Churn dataset from Kaggle, which contains demographic, service usage, and account information for over 7,000 customers. The primary objective is to identify the key drivers of customer attrition, visualize churn trends through an interactive dashboard, and provide actionable recommendations to reduce churn and improve customer retention.

Business task: “Determine why customers are leaving and how churn can be reduced.”

# Objectives

• Identify key drivers of customer churn such as demographics, services obtained, company loyalty, etc.   
• Build a dashboard to monitor churn trends visually  
• Provide actionable recommendations to reduce attrition

# Deliverables

• Cleaned Dataset   
• Exploratory Data Analysis Report  
• Business Intelligence Dashboard

• Insights and Recommendations Report

# 4. Scope

Included: Data cleaning, EDA, dashboard creation, recommendations  
Excluded: Predictive modeling, live system deployment

# 6. Tools & Technologies

Python, SQL, Tableau, Excel

# 7. Success Criteria

• Dashboard shows relevant distinctions between groups and can be used repeatedly to observe the impact of company changes.   
• Stakeholders can use insights for decision-making.  
• Recommendations are actionable and measurable.