**Project Requirements Document**

**Customer Churn Analysis Project**

* **Purpose:**

The purpose of this project is to analyze customer churn in the telecom industry and develop effective strategies to reduce churn rate. By investing resources in this project, the company aims to improve customer retention, increase revenue, and enhance overall customer satisfaction.

Key dependencies:

**- Project Team:**

* Moaz El Aqeed - BI Analyst (Primary contact)
* Sarah Johnson - Chief Marketing Officer
* Mike Thompson - Head of Customer Service
* Rachel Adams - Data Analyst
* John Miller - Sales Manager
* **Expected Deliverables:**
* Comprehensive analysis of churn patterns and drivers
* Identification of key customer segments and their churn behavior
* Development of personalized retention strategies
* Interactive dashboards and reports for monitoring churn metrics
* **Stakeholder requirements:**

Based on the Stakeholder Requirements Document, the following requirements have been prioritized:

1. R - Analyze churn patterns and identify key drivers
2. R - Segment customers based on churn behavior and demographics
3. R - Develop personalized retention strategies for different customer segments
4. D - Provide interactive dashboards and reports for real-time monitoring of churn metrics
5. D - Integrate data from various sources, including demographic information, service usage, and customer feedback
6. N - Conduct predictive modeling to identify potential churn risks

* **Success criteria:**

The success of this project will be measured based on the following criteria:

* Decrease in overall churn rate by X% within 6 months
* Increase in customer retention rate by X% within 6 months
* Implementation of at least X personalized retention strategies
* Positive feedback from stakeholders on the usefulness and effectiveness of the BI tool
* **Assumptions:**

- Sufficient and reliable data on customer demographics, service usage, and churn status is available.

- The cooperation and active involvement of stakeholders in providing insights and feedback throughout the project.

- Adequate resources and support from the IT department for data integration and system implementation.

* **Compliance and privacy**:

- The project will adhere to all applicable data privacy and security regulations, ensuring the confidentiality of customer information.

- Any data shared or exported from the BI tool will be handled in compliance with privacy policies and data protection laws.

* **Accessibility:**

- The BI tool and reports will be designed to be accessible to all stakeholders, considering accessibility standards and guidelines.

- Users with visual impairments will have alternative options such as screen readers or text-to-speech functionality.

* **Roll-out plan:**

- Phase 1 (Weak 1): Data collection and integration, initial data analysis, and stakeholder feedback gathering.

- Phase 2 (Week 3-4) Development of data visualizations and interactive dashboards, implementation of retention strategies for selected customer segments.

- Phase 3 (Week 4): Fine-tuning of the BI tool based on stakeholder feedback, comprehensive analysis of churn patterns, and final presentation of findings and recommendations.

**The project plan and timeline will be further detailed in the project management documentation.**