**Stakeholder Requirements Document**

**Customer Churn Analysis Project**

* **BI Professional:** Moaz El Aqeed
* **Client/Sponsor:** Sarah Johnson - Chief Marketing Officer

**Business problem:**

What are the key drivers of customer churn in the telecom industry and how can the company reduce churn rate?

**Stakeholders:**

1. **Sarah Johnson - Chief Marketing Officer**
2. **Mike Thompson - Head of Customer Service**
3. **Rachel Adams - Data Analyst**
4. **John Miller - Sales Manager**

**Stakeholder usage details:**

* **Sarah Johnson**: Sarah will use the BI tool to monitor and analyze customer churn trends, identify potential causes of churn, and make data-driven decisions to implement customer retention strategies.
* **Mike Thompson**: Mike will utilize the BI tool to access real-time dashboards and reports on churn rates, customer feedback, and service quality to improve customer service and address churn-related issues.
* **Rachel Adams**: Rachel will leverage the BI tool to perform in-depth analysis on customer segmentation, churn patterns, and behavior to identify target customer groups and develop personalized retention campaigns.
* **John Miller**: John will use the BI tool to track sales performance, customer acquisition, and customer retention metrics to align sales strategies with churn reduction goals.

**Primary requirements:**

1. Ability to integrate and analyze large volumes of customer data from various sources, including demographic information, service usage details, billing data, and customer feedback.
2. Provide comprehensive visualizations and reports on churn rates, customer segmentation, customer satisfaction, and service performance.
3. Support drill-down capabilities to explore detailed customer churn profiles and identify specific churn drivers.
4. Enable real-time monitoring of churn metrics and provide alerts for significant changes or anomalies.
5. Allow role-based access control to ensure data privacy and restrict access to sensitive information.
6. Provide a user-friendly interface that allows stakeholders to easily navigate and interact with the BI tool.