

Creating a cohesive story

CASE STUDY: ANALYZING CUSTOMER CHURN IN POWER BI



Iason Prassides

Content Developer, Datacamp

Data analysis flow

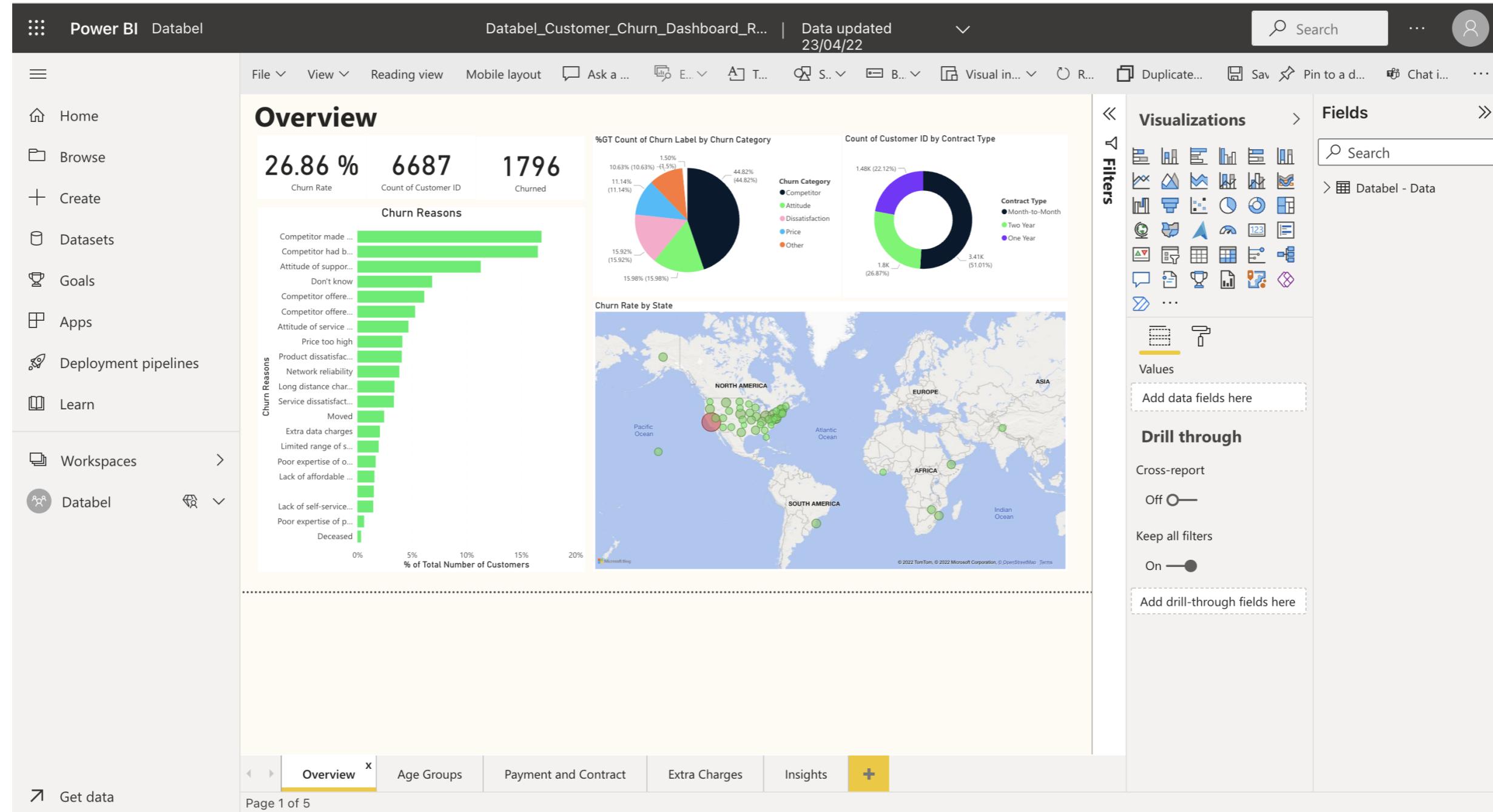


Structuring your analysis is not easy

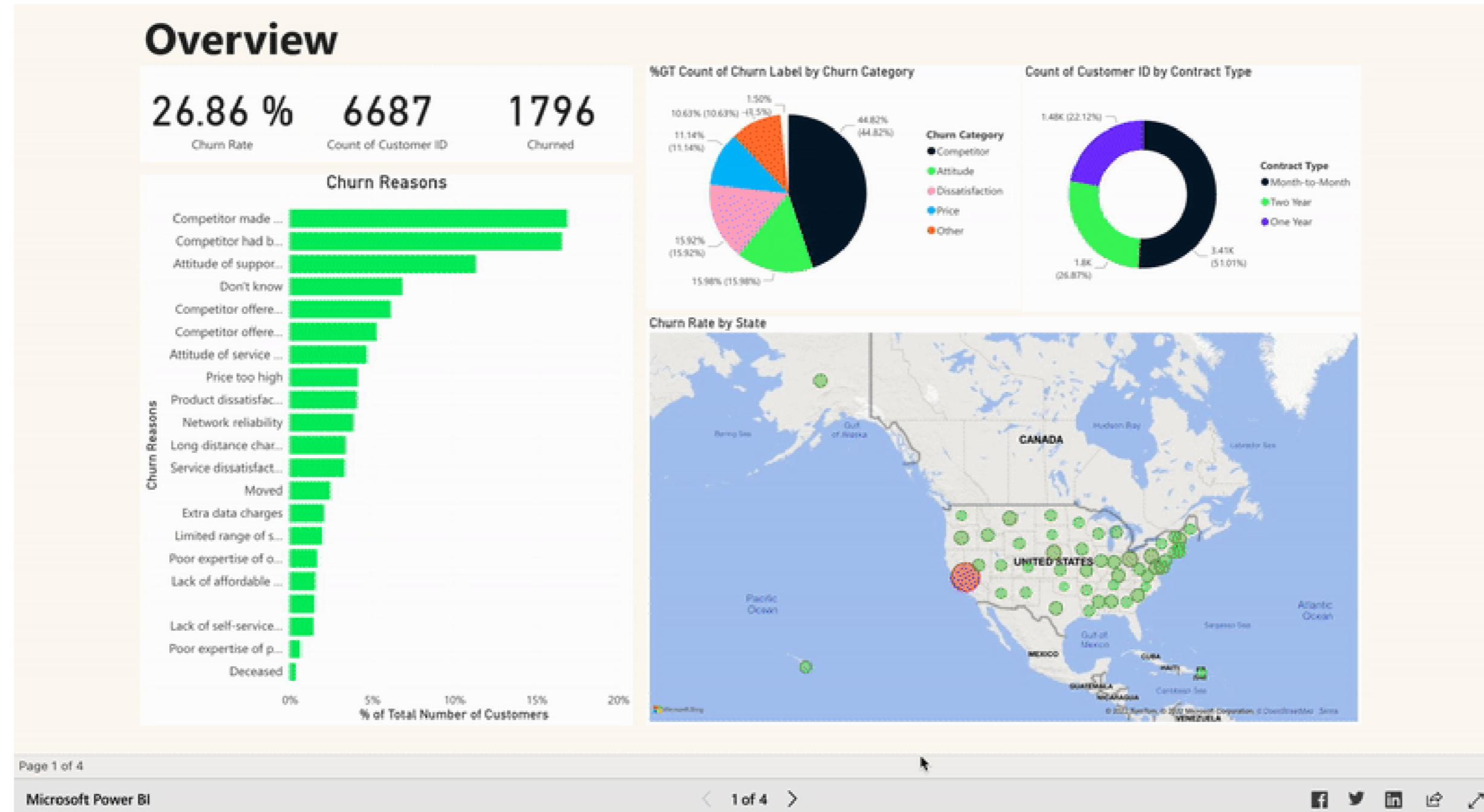
- Not informative to publish visualizations fitted randomly on different pages.
- Need to combine information which fits well together.



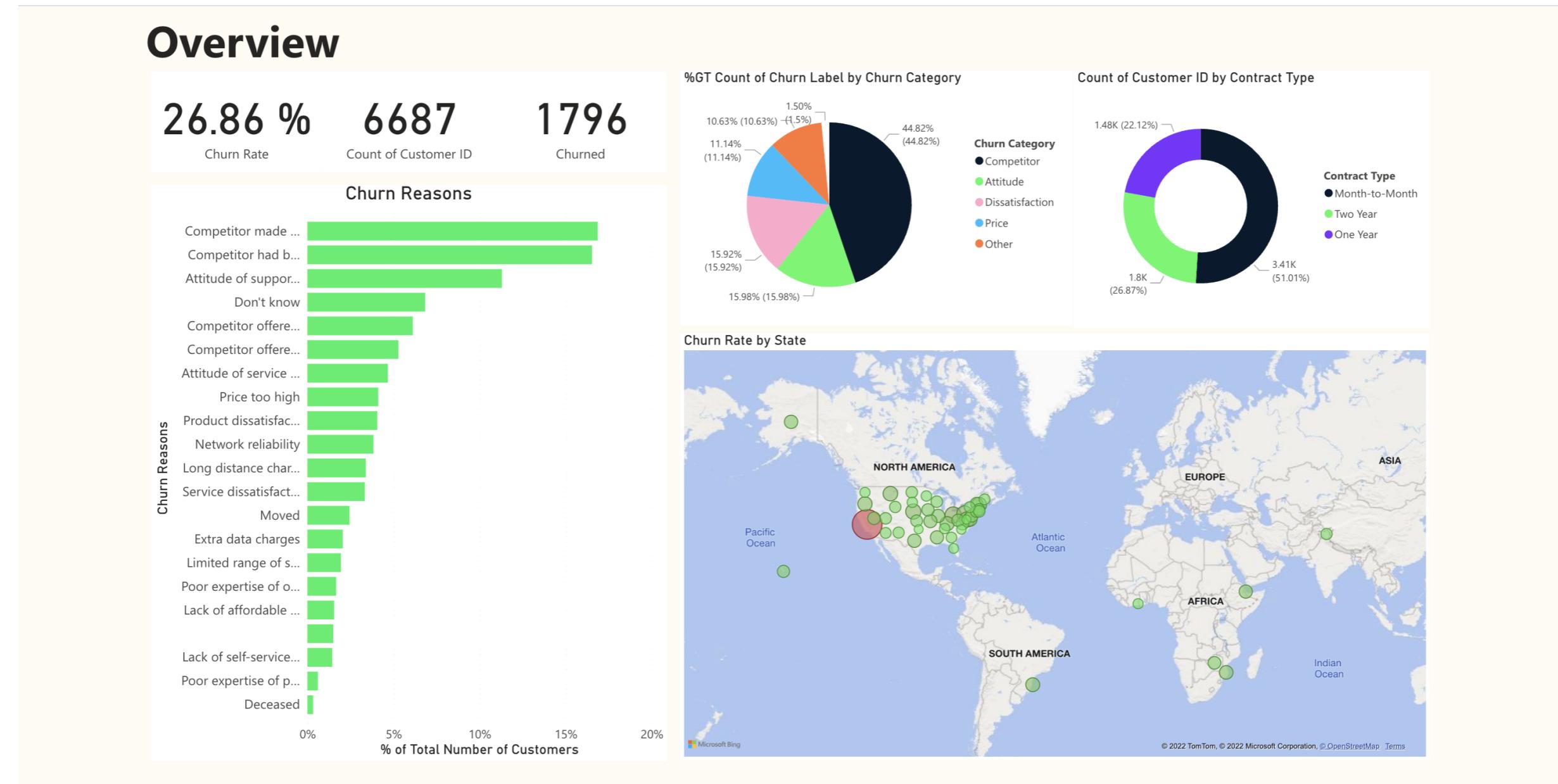
It's time to create a narrative for our stakeholders



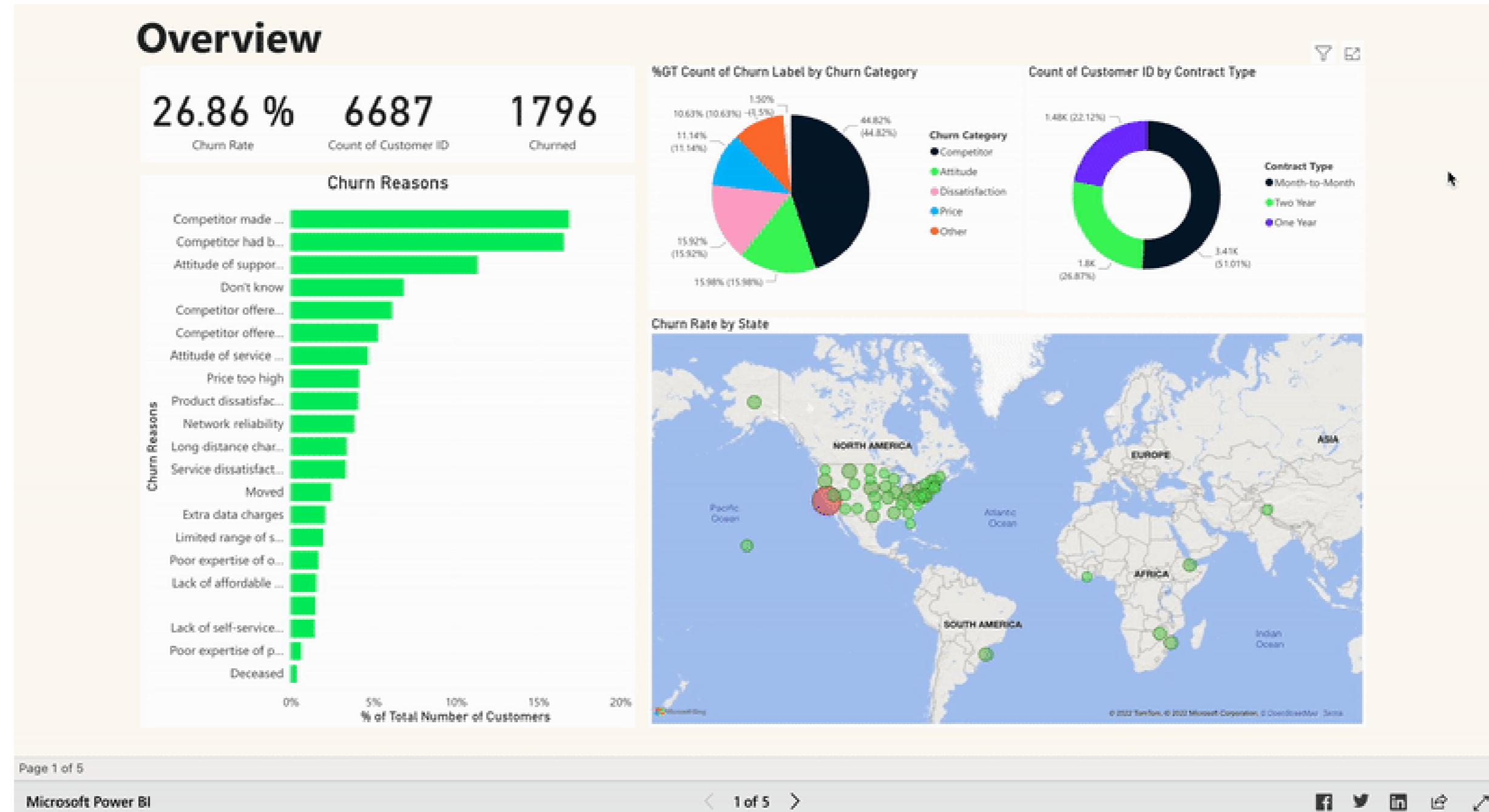
Different topic for each page



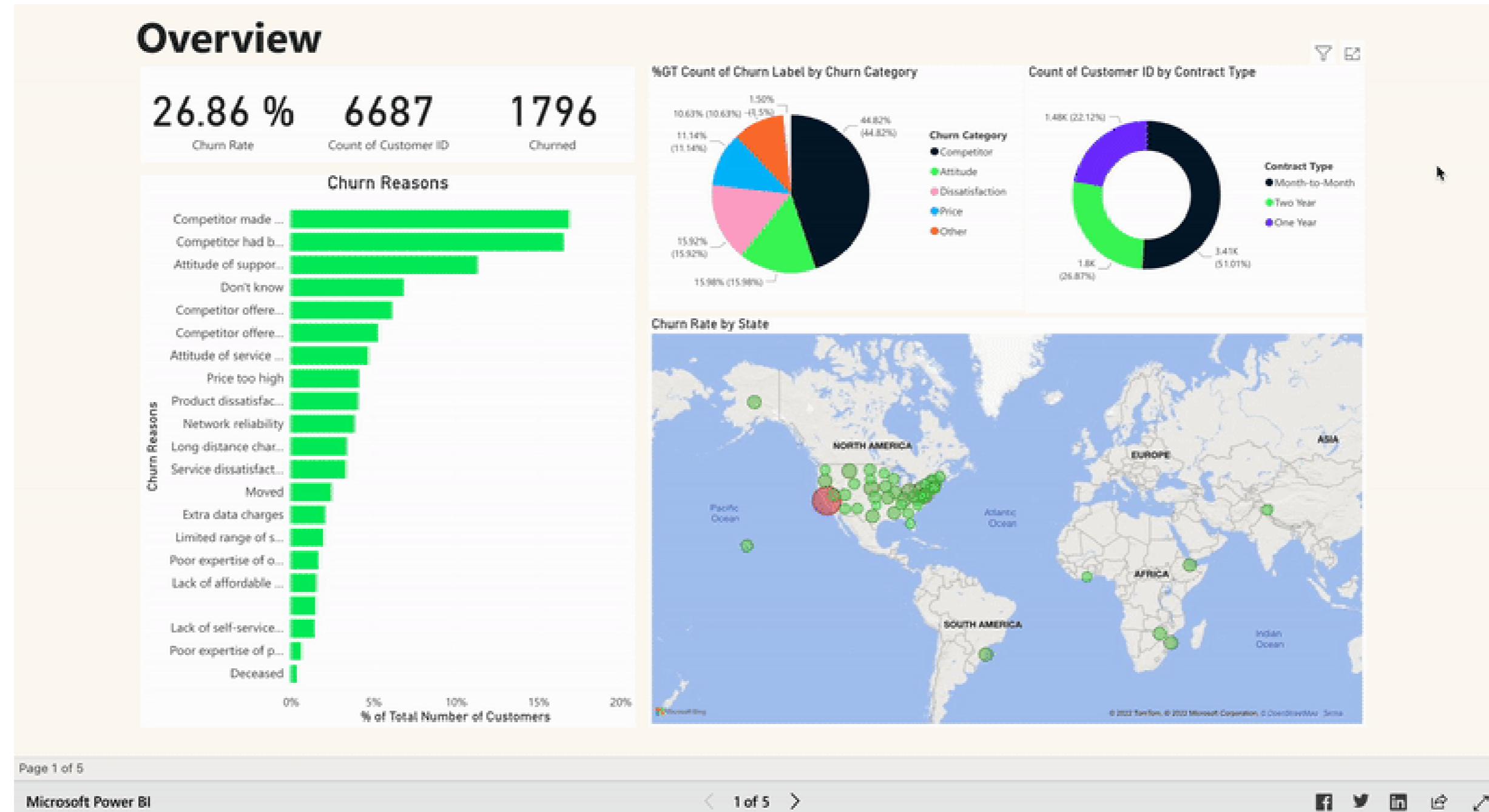
Overview of a report page



Interactivity makes a report powerful



Interactivity makes a report powerful

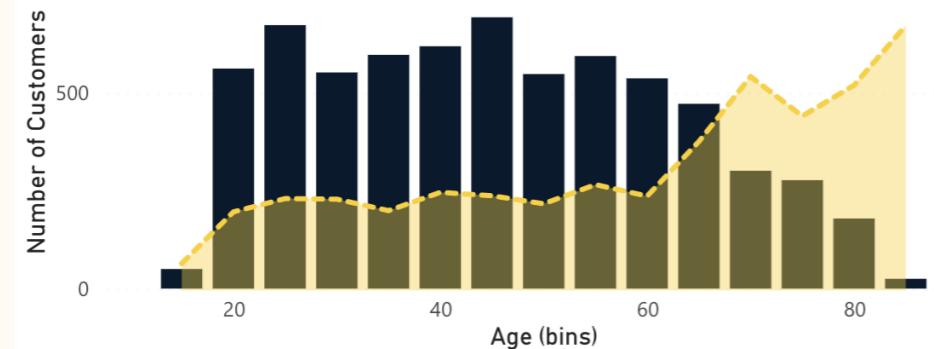


Interactivity makes a report powerful

Age Groups, Payments, and Contracts

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate



Account Length (in months)

1 75



6120

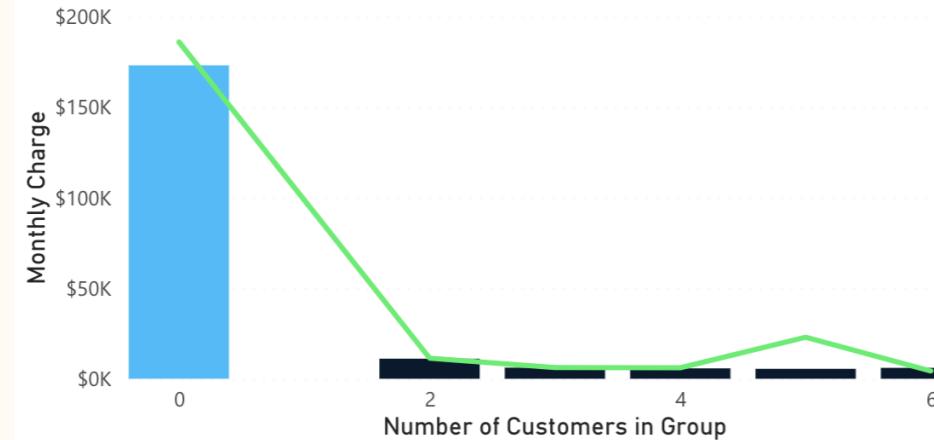
Customer Service Calls

0.92

Avg Customer Service Calls

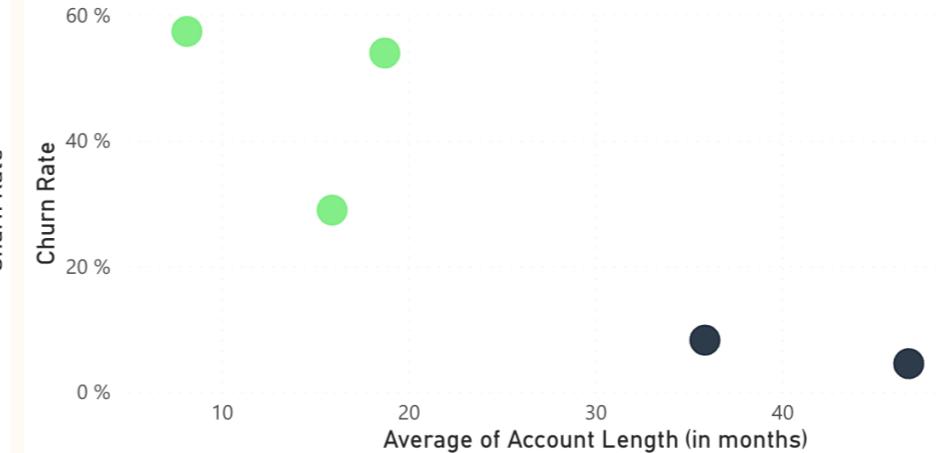
Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group ● No ● Yes ● Churn Rate



Avg. Account Length (in Months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly



Let's visualize!

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Wrap-up

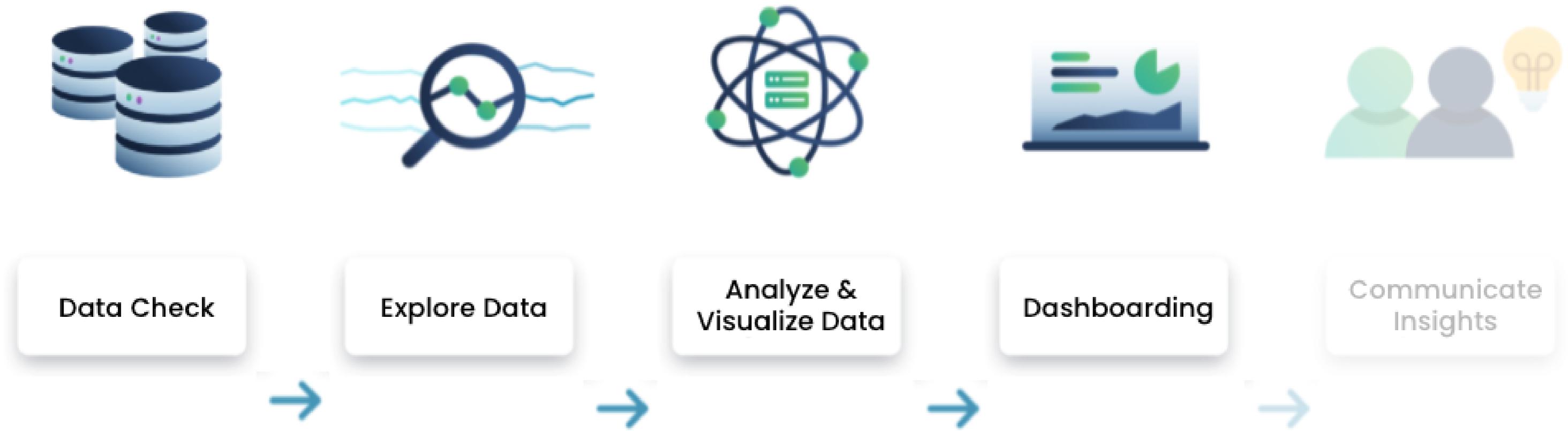
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Power BI Desktop

- Free
- Properties
 - Publish from Power BI Desktop to the cloud
 - Embed reports into apps or websites
 - Storage limit of 10 GB per user
- **Pro and Premium versions have more advanced options**

Power BI Service

- Share reports
- Dashboards
- Online editing
- Workspaces

The screenshot shows the Power BI Home page. On the left, there's a sidebar with options like Home, Browse, Create, Datasets, Goals, Apps, Deployment pipelines, Learn, Workspaces, and Databasel. The main area starts with a greeting "Good afternoon, Penny" and a tagline "Find and share actionable insights to make data-driven decisions". Below this is a "Recommended" section with five cards: "Adventure Works DW" (pink background, person icon), "Databasel_Customer_C..." (blue background, bar chart icon), "Databasel" (pink background, person icon), "My workspace" (pink background, person icon), and "Adventure W" (light blue background, circular icon). At the bottom, there's a "Recent" section with three items: "Databasel_Customer_Churn_Dashboard_R..." (Report, blue icon), "Databasel" (Workspace, pink icon), and "My workspace" (Workspace, pink icon). A "Get data" button is at the bottom left.

Optional future work: Bookmarks and buttons

- Course: [Reports in Power BI](#)
 - Intermediate Power BI knowledge required
 - Bookmarks: capturing the state of a report page and offering the ability to save your results
 - Buttons: helping you with navigation and exploration

Congratulations!

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