

Case Study: Customer Churn Analysis in Power BI

This case study demonstrates how Power BI can be used to analyze customer churn, identify key risk factors, and provide actionable insights to improve retention and customer lifetime value (CLV).

Insight Area	Key Findings
Churn Rate Overview	Overall churn rate calculated and monitored across months.
Customer Segmentation	Segments such as age, tenure, and subscription type showed varying churn risks.
Churn Drivers	High churn linked to short tenure, high charges, and low engagement.
Product/Service Impact	Certain plans and services experienced higher churn compared to others.
Customer Lifetime Value	High-value customers identified; some also at higher churn risk.
Predictive Indicators	Early warning signals: declining usage, billing issues, support complaints.

Business Recommendations:

- Launch retention campaigns for high-risk segments.
- Improve onboarding to reduce early churn.
- Provide loyalty programs and personalized discounts.
- Address billing/service issues linked to churn.
- Focus on retaining high-CLV customers to maximize ROI.

Summary: Power BI enabled data-driven insights into customer churn, helping stakeholders take proactive measures to reduce attrition and improve customer satisfaction.