
Project Report Structure

1. Title Page

- **Project Title:** Churn Analytics for Vertex Mobile (You can give it your own Title)
- **Prepared by:** [Your Name]
- **Date:** [Completion Date]

2. Table of Contents

- **Introduction**
- **Data Preparation**
- **Dashboard Design and Features**
- **Key Insights**
- **Recommendations**
- **Conclusion**

3. Introduction

- **Project Objective:** State the objective of the project, emphasizing what churn analytics is and the need for it.
- **Scope:** Outline what the dashboard covers and the key deliverables.

4. Data Preparation

- **Data Source:** Describe the data and its source(s) used.
- **Data Cleaning:** Summarize the steps taken to clean the data, including handling missing values and ensuring data accuracy.
- **Data Preparation:** Briefly explain any transformations or preparations done to the data before visualization.

5. Dashboard Design and Features

- **Overview:** Provide an overview of the dashboard, highlighting its purpose and main features.
- **Describe Your Visualizations:** Describe each visualisation on the dashboard, giving an overview to what the charts are saying.

6. Key Insights

- **Analysis:** Provide a detailed analysis of the key insights gathered from the dashboard.
- **Trends:** Highlight any significant trends or patterns observed in the data.
- **Implications:** Discuss the implications of these insights for the organization.

7. Recommendations

- **Strategies:** Based on the insights, suggest strategies or actions that Vertex Mobile can take.
- **Improvements:** Recommend any improvements for future data collection or analysis.

8. Conclusion

- **Summary:** Summarize the main points of the report, reiterating the value of the dashboard.
- **Future Work:** Suggest areas for further analysis or enhancements to the dashboard.

Tips for Writing the Report

- **Clarity:** Ensure that each section is clear and concise.
- **Visuals:** Include screenshots or images of key dashboard components to illustrate your points.
- **Narrative:** Tell a story with the data, explaining not just what the numbers are, but what they mean.
- **Technical Jargon:** Minimize technical jargon, especially if the report is intended for non-technical stakeholders.