

Customer Churn Prediction Project Dashboard Measures

1. Percentage of Churn

Churn Percentage =

```
DIVIDE(  
    COUNTROWS(FILTER('Telco-Customer-Churn', 'Telco-Customer-Churn'[Churn] = "Yes")),  
    COUNTROWS('Telco-Customer-Churn'))  
) * 100
```

2. Senior Citizen

Senior Citizen =

```
DIVIDE(  
    CALCULATE(COUNT('Telco-Customer-Churn'[SeniorCitizen]),  
        'Telco-Customer-Churn'[SeniorCitizen] = 1, 'Telco-Customer-Churn'[Churn] = "Yes"),  
    CALCULATE(COUNT('Telco-Customer-Churn'[SeniorCitizen]),  
        'Telco-Customer-Churn'[Churn] = "Yes"),  
    0)
```

3. Percentage of Partners

% of Partners =

```
DIVIDE(  
    CALCULATE(COUNT('Telco-Customer-Churn'[Partner]),  
        'Telco-Customer-Churn'[Partner] = "Yes", 'Telco-Customer-Churn'[Churn] = "Yes"),  
    CALCULATE(COUNT('Telco-Customer-Churn'[Partner]),  
        'Telco-Customer-Churn'[Churn] = "Yes"),  
    0)
```

4. Percentage of Dependents

% of Dependents = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[Dependents]), 'Telco-Customer-Churn'[Dependents] = "Yes", 'Telco-Customer-Churn'[Churn] = "Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[Dependents]), 'Telco-Customer-Churn'[Churn] = "Yes"), 0)`

5. Percentage of Phone Services

% of Phone Services = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[PhoneService]), 'Telco-Customer-Churn'[PhoneService] = "Yes", 'Telco-Customer-Churn'[Churn] = "Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[PhoneService]), 'Telco-Customer-Churn'[Churn] = "Yes"), 0)`

6. Device Services

% of Device Services = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[DeviceProtection]), 'Telco-Customer-Churn'[DeviceProtection] = "Yes", 'Telco-Customer-Churn'[Churn] = "Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[DeviceProtection]), 'Telco-Customer-Churn'[Churn] = "Yes"), 0)`

7. Tech Support

% of Tech Support = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[TechSupport]), 'Telco-Customer-Churn'[TechSupport] = "Yes", 'Telco-Customer-Churn'[Churn] = "Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[TechSupport]), 'Telco-Customer-Churn'[Churn] = "Yes"), 0)`

8. Streaming TV

% of Streaming TV = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[StreamingTV]), 'Telco-Customer-Churn'[StreamingTV] = "Yes", 'Telco-Customer-Churn'[Churn] = "Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[StreamingTV]), 'Telco-Customer-Churn'[Churn] = "Yes"), 0)`

9. Online Security

% of Online Security = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[OnlineSecurity])), 'Telco-Customer-Churn'[OnlineSecurity]="Yes", 'Telco-Customer-Churn'[Churn]="Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[OnlineSecurity]), 'Telco-Customer-Churn'[Churn]="Yes"), 0)`

10. Online Backup

% of Online Backup = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[OnlineBackup])), 'Telco-Customer-Churn'[OnlineBackup]="Yes", 'Telco-Customer-Churn'[Churn]="Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[OnlineBackup]), 'Telco-Customer-Churn'[Churn]="Yes"), 0)`

11. Tech Support

% of Tech Support = `DIVIDE(CALCULATE(COUNT('Telco-Customer-Churn'[TechSupport])), 'Telco-Customer-Churn'[TechSupport]="Yes", 'Telco-Customer-Churn'[Churn]="Yes"), CALCULATE(COUNT('Telco-Customer-Churn'[TechSupport]), 'Telco-Customer-Churn'[Churn]="Yes"), 0)`