




2

Task Two

 1-2 hours

3


Task Three

Customer demographics and insights.

 1-2 hours

4

Task Four

 1-2 hours

Finish Line

Achievements



Why this is important ⓘ

Task 3: Customer Retention

1 2 3 4 5 6

Here is the background information on your task

A few weeks after presenting your dashboard to the management, the Retention Manager from the telecom reaches out to you directly. He was impressed by your work and asked if you can put together a dashboard about customer retention.

In addition, to better understand the data, the telecom Retention Manager has scheduled a meeting with the engagement partner at PwC to cover these points:

- Customers in the telecom industry are hard-earned: we don't want to lose them
- The retention department is here to get customers back in case of termination
- Currently, we get in touch after they have terminated the contract, but this is reactionary: it would be better to know in advance who is at risk
- We have done customer analysis with Excel: it has always ended in a dead-end
- We would like to know more about our customers: visualised clearly so that it's self-explanatory for our management

The Retentions Manager has provided some information in the resources.

Back

Next



2 Task Two
1-2 hours

3 **Task Three**
Customer demographics and insights.
1-2 hours

4 Task Four
1-2 hours

Finish Line

Achievements



Why this is important ⓘ

Task 3: Customer Retention

1 2 3 4 5 6

Here is your task

Your colleague, the engagement partner, asks you to do the following tasks:

1. Define proper KPIs
2. Create a dashboard for the retention manager reflecting the KPIs
3. Write a short email to him (the engagement partner) explaining your findings, and include suggestions as to what needs to be changed

Here are some resources to help you

Use the linked resource for helpful guidance on completing your task.



Churn Dataset



PhoneNew Inputs

[Back](#)[Next](#)



2

Task Two

1-2 hours

3

Task Three

Customer demographics and insights.

1-2 hours

4

Task Four

1-2 hours

Finish Line

Achievements



Why this is important ⓘ



WC Switzerland to
let me

On

Your Submission

Want to give it another go? Click replace file to try again.

[Replace File](#)

pbix

CHURN'.pbix

pbix | 0.50mb



Submission complete, great work!

[Back](#)

[Next](#)



2

Task Two

1-2 hours

3

Task Three

Customer demographics and insights.

1-2 hours

4

Task Four

1-2 hours

Finish Line

Achievements



Why this is important ⓘ

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WC Switzerland to
let me

On

Write a short email to the engagement partner

Write a short email to the engagement partner, explaining your findings, and include suggestions as to what needs to be changed

B *I* ~~S~~ U **:=** **:=**

Hello there!

>Month to month contract is more popular among the customers try to add some more features for other plans as well to increase the growth in contracts.

>Men and women almost equally contribute to the services

>Phone service is in high demand while tech support and online security are prefer less by the customer subscribing for services . Need to have some effective method to popularize other services.

>Customer leaving is massive , conduct some measures to avoid dip in customer offer some free services as well to attract the customers.

Thank you,

Back

Next