

## **Churn Analysis Dashboard - Telecom Service Provider**

### **Process:**

- Performed ETL and data cleaning using SQL Server to prepare the data for analysis and visualization.
- Transformed the data and created summary columns in Power BI using Power Query Editor.
- Created the Churn Analysis Dashboard to visualize the data and extract key insights.
- Additionally, a predictive model using Random Forest was developed to forecast future churners. The feature selection was done using the feature importance in random forest.
- The predictions from the model were again loaded into Power BI and a separate dashboard was prepared to analyze the future churners.

### **Insights:**

- The overall churn rate was found to be 27%.
- Female customers accounted for 64% of the churn, with 31% of them being over the age of 50.
- 44% of the churn was attributed to competitors offering better devices and packages.
- A list of future churners was generated using the predictive model to prepare targeted business strategies.