**Summery**

**Define the problem**:

Losing customers who cancel their credit cards hurts companies because it's costly to get new ones. Companies want to keep their current customers because it's cheaper. When customers leave, companies lose money and have to spend more to find new ones. So, they need to figure out why customers leave and find ways to make them stay.

Dataset provides a huge amount of information on Customers in Compony from several years. Based on the Information the ultimate goal would be to predict find a new

customers.

Make views and dashboards first.

**Gather and clean the data** : I started by collecting data in a csv file format. Then, I cleaned up the data by filling in any missing information and removing incorrect details. This helps make the data clean and ready to use.

**Analysed the data using Python** : I used Python tools like Pandas, Matplotlib, and Seaborn to explore the data. I looked for patterns by calculating summary numbers, making bar graphs and scatter plots and checking for connections between different variables using regression analysis. It helped me understand the data better.

**Export the data to Power BI** : Exported the cleaned data to Power BI, which is a Business analytics visualization tool that allows you to create dashboards and reports. Used Power BI to create visualizations such as matrix, Donut chart, and clustered column chart that helped me tell a story with the data.

**Refining the visualizations** : Used the Power BI visualization tools to refine visualizations and made them more engaging and informative. I enhanced the analysis by adding connected features like card and sliders, and made the visuals more appealing for easier understanding.

**Presenting my findings** : Used Power BI dashboard to presentation.

**Iterate and refine** : I improved the analysis and visuals based on feedback from stakeholders and tweaking things to make sure the insights were easy to understand and had a big impact.