✅ Data Preparation

- Converted both `Databel - Aggregate` and `Databel - Customer` sheets into tables named **Aggregate** and **Customers**.
- Checked for **duplicate rows** in `Customers` via:
  - **Remove Duplicates**
  - **Conditional Formatting**

✅ Churn Calculation

- Created a new column **Churned** using:

```mathematica
CopyEdit
=IF([@[Churn Label]]="Yes", 1, 0)
```

- Built a PivotTable to show:
  - **Total Customers** = Count of `Customer ID`
  - **Churned Customers** = Sum of `Churned`
- Calculated **Churn Rate** as:

```swift
CopyEdit
=GETPIVOTDATA("Churned Customers",$A$3)/GETPIVOTDATA("Total
Customers",$A$3)
```

✅ Churn Reason Analysis

- Created PivotTable with `Churn Reason` and `Churned`
- Sorted by **% of Grand Total** (ascending)
- Built a **2D bar chart** titled **"Churn Reasons"**

✅ Churn Category Deep Dive

- Pivoted `Churn Category` + `Churn Reason` vs `Churned`
- Converted to **% of Grand Total**
- Filtered to **Competitor**
- Visualized chart titled **"Competitor Churn Analysis"**

✅ Demographic Analysis

- Created new column **Demographics** using:

```graphql
CopyEdit
=IF([@[Under 30]]="Yes", "Under 30", IF([@Senior]="Yes", "Senior",
"Other"))
```

- Built PivotTable to analyze **churn by demographic**
- Created **calculated field**:
  - Name: `Churn Rate %`
  - Formula: `='Churned Customers'/'Total Customers'`