

Customer Demographics:

1. What is the gender distribution of our customers, both overall and among churned customers?
2. How many customers are senior citizens, and how does this relate to churn?
3. Are there correlations between having dependents or partners and customer churn?

Services and Features:

1. What percentage of customers have phone services, and does this impact churn rates?
2. Are customers with online security services less likely to churn?
3. How do different internet service types (e.g., Fiber, DSL) affect churn?
4. Is there a connection between customers using tech services and churn?
5. Do customers with online backup services exhibit different churn behaviour?
6. Are customers with device protection services more loyal?
7. Does the type of contract (month-to-month, one-year, two-year) influence churn?
8. How does customer tenure (length of time with the company) correlate with churn rates?
9. Is there a relationship between payment method and customer churn?

Customer Personal Details:

1. Can we identify any patterns in customer IDs or other personal details that relate to churn?
2. How does gender affect churn, and are there differences between male and female customers?
3. Are there any other personal details that are predictive of churn behaviour?

Overall Insights:

1. What is the overall churn rate for the telco company?
2. Are there any common factors that frequently appear among churned customers?
3. These questions will help you analyse and understand the factors influencing customer churn in your telco dataset. By visualizing and exploring the data in PowerBI, you can gain valuable insights into customer behaviour and make informed decisions to reduce churn and improve customer retention.

DAX Formula Used in All Measures:

1. Formula for calculating the Churned Table:

Churned Customers = `CALCULATETABLE ('Telco Churn Data', 'Telco Churn Data'[Churn]= "Yes")`

2. Formula for calculating the Total Number of Customers:

Total no of customer = `DISTINCTCOUNT ('Telco Churn Data'[customerID])`

3. Formula for calculating the Total Number of Churned Customers:

Total churned customer = `CALCULATE ([Total no of customer], 'Telco Churn Data'[Churn] = "Yes")`

4. Formula for calculating the Total Number of Male Customers:

Male churned = `CALCULATE ([Total no of customer], 'Telco Churn Data'[gender]= "Male")`
% Male = `DIVIDE ([Male churned], [Total no of customer],0)`

5. Formula for calculating the Total Number of Female Customers:

Female churned = `CALCULATE ([Total no of customer], 'Telco Churn Data'[gender]= "Female")`
% Female = `DIVIDE ([Female churned], [Total no of customer],0)`

6. Formula for calculating the Total Number of Churned Female Customers:

Churned female = `CALCULATE ([Total churned customer], 'Telco Churn Data'[gender]="Female")`
% Churned Female = `DIVIDE ([Churned female], [Total churned customer],0)`

7. Formula for calculating the Total Number of Churned Male Customers:

Churned male = `CALCULATE ([Total churned customer], 'Telco Churn Data'[gender]="Male")`
% Churned male = `DIVIDE ([Churned male], [Total churned customer],0)`

