REAL TIME MARKETING INSIGHTS ANALYSIS FOR TELECOM INDUSTRY

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OUTLINE

PROBLEM STATEMENT

CHURN ANALYSIS FOR TELECOM INDUSTRY

In the telecom industry, customer churn poses a significant challenge for businesses. Understanding the factors influencing customer attrition and developing effective retention strategies is essential to maintain a loyal customer base. The problem statement focuses on conducting churn analysis using the Telco Customer Churn dataset and leveraging Power BI to gain actionable insights.

PROPOSED SOLUTION

Our proposed solution for churn analysis in the telecom industry involves creating a comprehensive and user-friendly Power BI dashboard that provides actionable insights into customer attrition. The dashboard will enable telecom companies to analyze churn patterns, identify key drivers, and develop effective retention strategies.
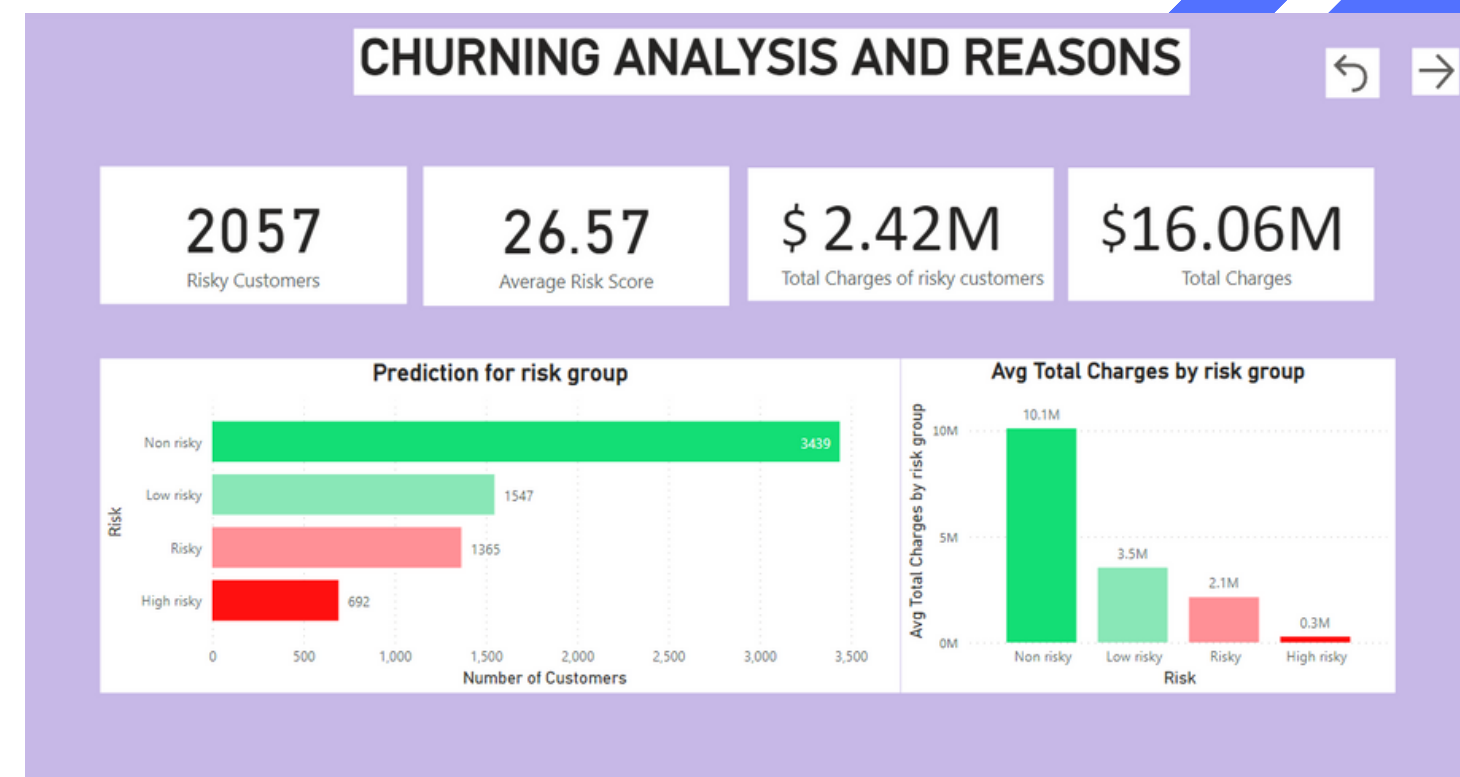

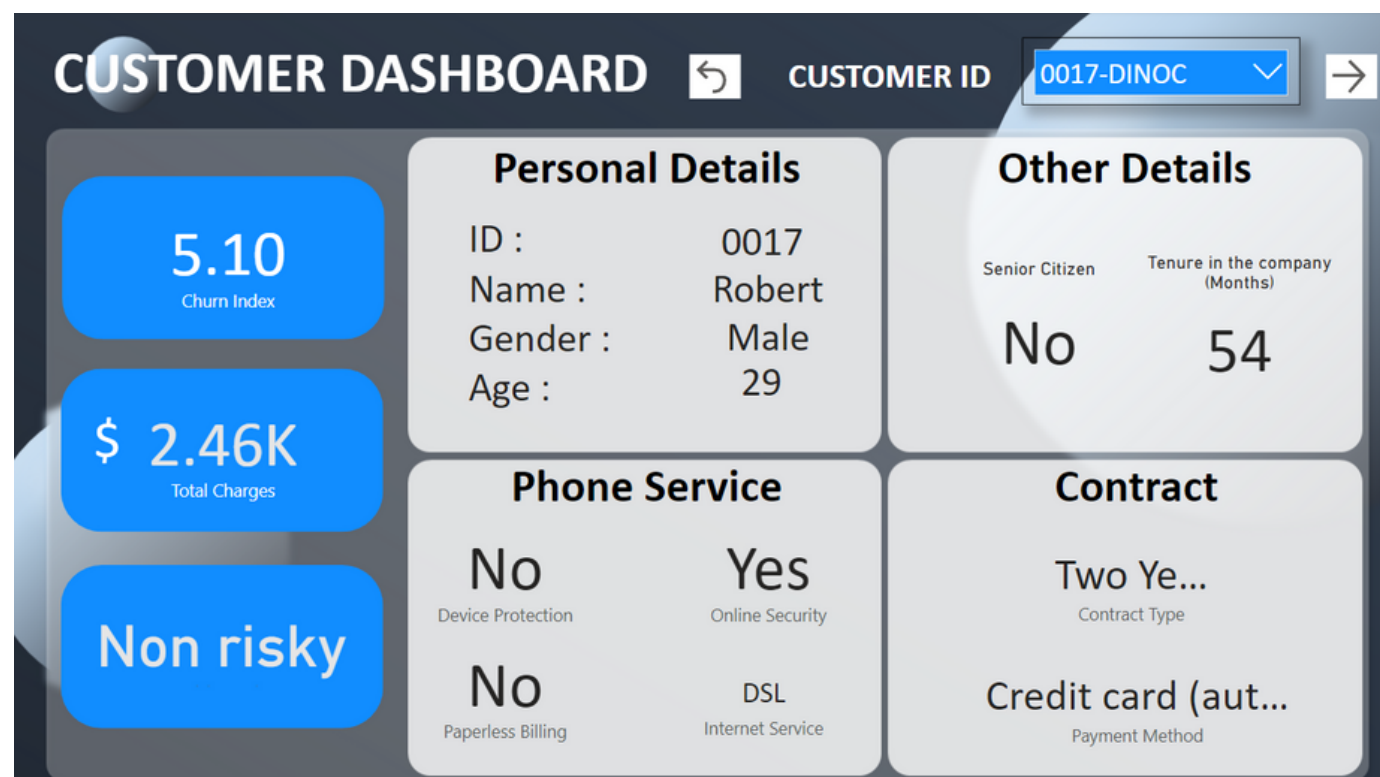Power BI

DEVELOPED SOLUTION

Our developed solution for churn analysis in the telecom industry is a robust Power BI dashboard that provides comprehensive insights into customer attrition. The dashboard is designed to enable telecom companies to understand churn patterns, identify key drivers, and take proactive actions to retain customers

Here's an overview of the developed solution:
- Data Preparation and Integration:
  - Loaded the Telco Customer Churn dataset into Power BI using Power Query Editor.
  - Performed data cleaning tasks, handled missing values, and formatted columns for analysis.

- Customer Segmentation:
  - Segmented customers based on demographics, contract type, and usage patterns using Power BI's data modeling capabilities.
  - Analyzed churn rates within each segment to identify high-risk groups and tailor retention strategies.

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DEVELOPED SOLUTION

- **Interactive Dashboard Creation:**
  - Created an interactive Power BI dashboard with visually appealing visuals such as bar charts, line charts, donut charts, and tables.
  - Included slicers and filters to allow users to slice and dice the data based on various dimensions such as demographics or contract type.
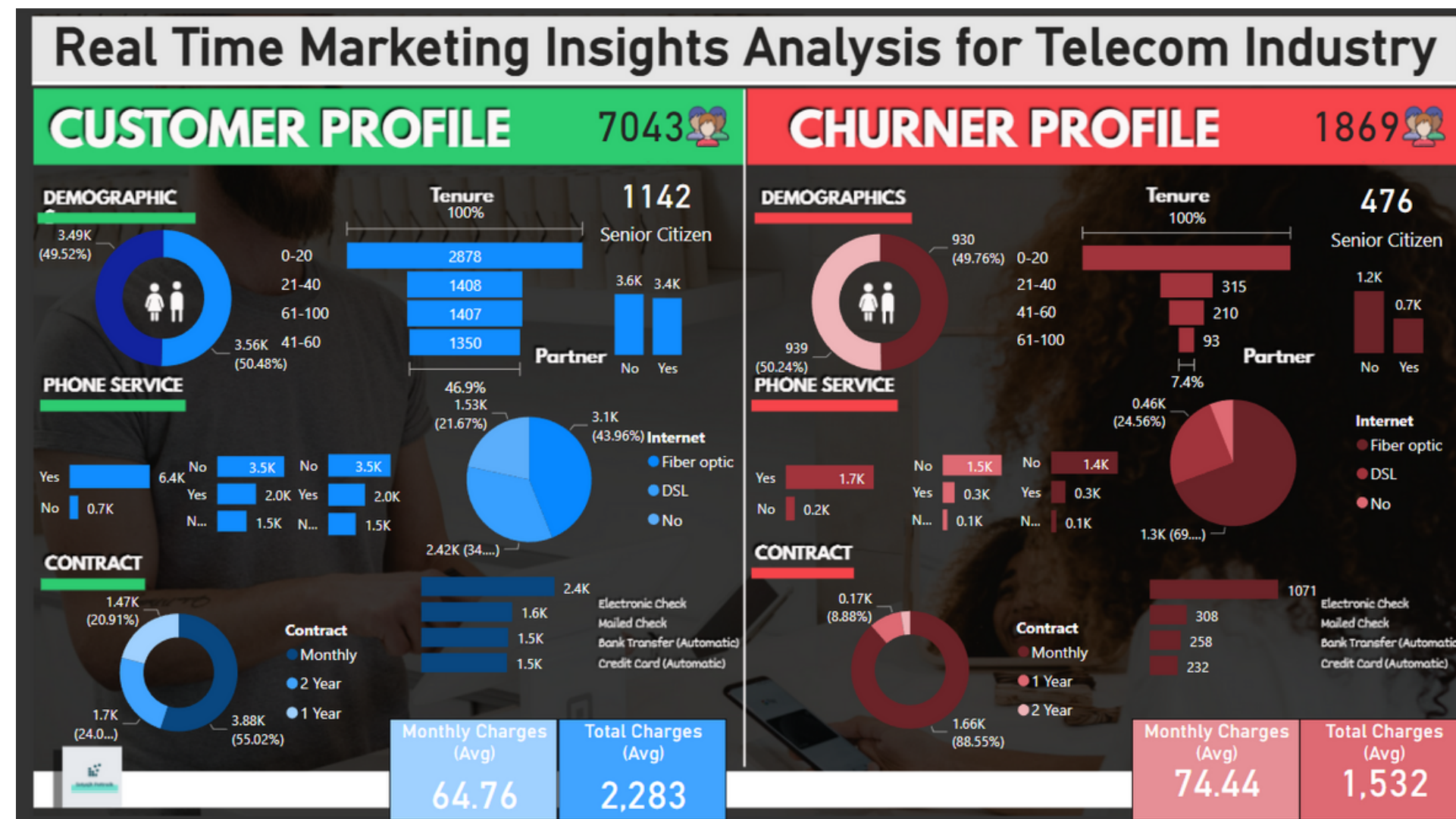
APPLICATIONS

- Customer Retention Strategies

- Marketing Campaign Optimization

- Service Quality Improvement

- Product Development

- Customer Segmentation

- Competitive Analysis

CONCLUSION

The developed Power BI churn analysis dashboard provides telecom companies with actionable insights to address customer attrition effectively. Stakeholders can explore churn patterns, identify the main drivers, and implement targeted retention strategies based on the data-driven findings. The interactive and visually appealing nature of the dashboard enhances decision-making and enables telecom companies to improve customer satisfaction, reduce churn, and drive business growth