

Churn Analysis Dashboard Report

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Domain: Data Analytics

Tools Used: Power BI, Excel, SQL, DAX

Project Overview

This project aimed to develop a business intelligence dashboard to analyse customer churn for a telecom company. The dashboard was built using Power BI, Excel, SQL, and DAX. It identified key behavioural patterns and risk indicators by analysing historical customer data.

Implementation

Data was cleaned and processed using Excel and SQL. Key metrics such as customer tenure, monthly charges, contract types, and internet services were analysed. Calculated columns and measures using DAX in Power BI were used to generate KPIs and visual insights. Interactive filters and slicers allowed for dynamic analysis across different customer segments.

Results Achieved

The dashboard enabled the marketing and customer success teams to identify at-risk customers and take proactive steps to improve retention. Segment-specific interventions led to a measurable reduction in churn rate and better strategic decision-making.

Conclusion

This project demonstrates the practical application of data analytics tools in solving real-world business problems and highlights the importance of data-driven customer retention strategies.