Wireframe Design Document

NoMoreChurn – Telco Risk Intelligence

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Submitted By :-

Soumen Baidya

Gourisankar Maity

Disha Jaiswal

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Introduction

1.1 Purpose

The purpose of this Wireframe Design Document is to outline the user interface layout and visualization structure of the Power BI dashboard created for the "NoMoreChurn – Telco Risk Intelligence" project. It helps visualize the arrangement and interaction of visual elements to ensure a seamless user experience.

1.2 Scope

This document provides static wireframe mock-ups and detailed descriptions of the three main dashboard sheets designed in Power BI, used to interpret churn insights and support strategic decisions.

Dashboard Structure Overview

The Power BI dashboard is divided into **three sheets**, each tailored to a specific purpose:

- **Sheet 1:** Churn Overview & Model Performance

- **Sheet 2:** Churn Analysis by Customer Attributes

- **Sheet 3:** Churn Risk & Ticket Impact

Sheet Wireframes

Sheet 1: Churn Overview & Model Performance

PI Cards:

Total Customers (test set)

- Churned Customers (Actual)

- Predicted Churned Customers

- Model Accuracy (% match Actual vs Predicted)

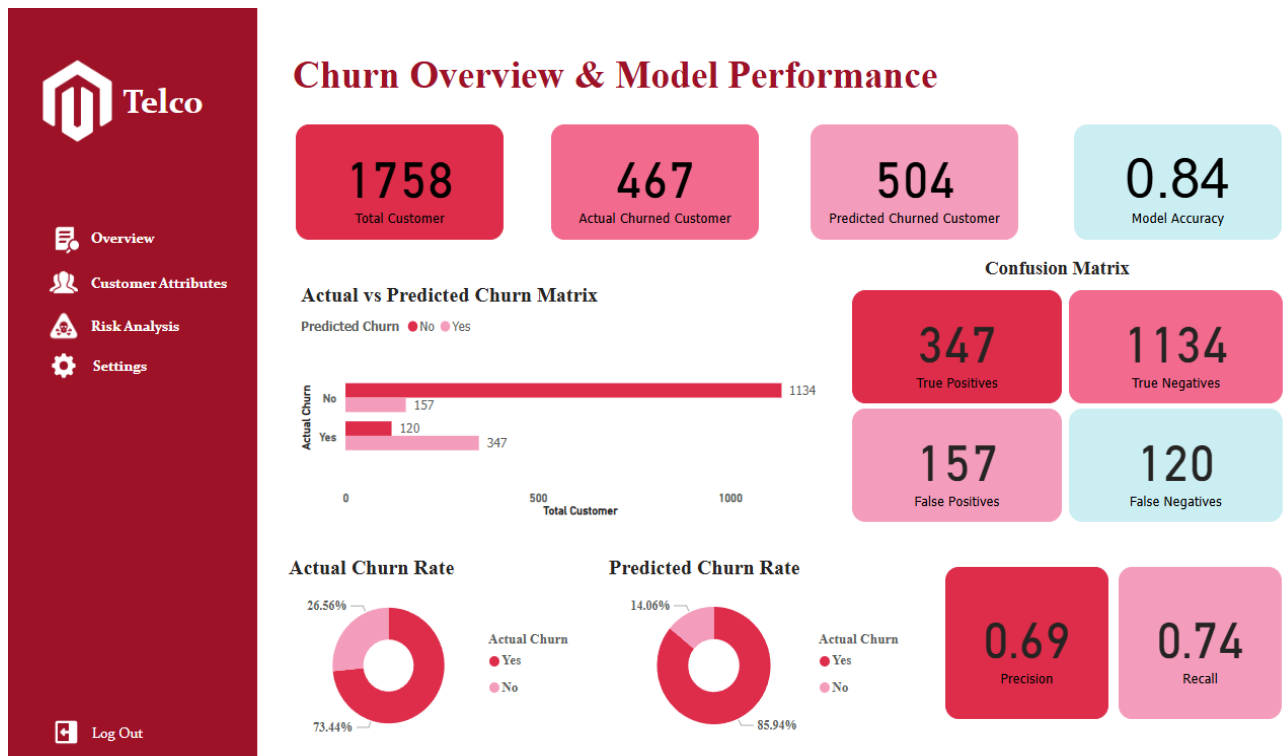### Actual vs Predicted Churn Matrix:

- Clustered bar chart: Churn (Yes/No), Actual vs Predicted counts

Confusion Matrix Table:

- True Positive (TP), False Positive (FP), True Negative (TN), False Negative (FN)

Gauge / Pie Charts:

- Actual Churn Rate

- Predicted Churn Rat

Sheet 2: Churn Analysis by Customer Attributes

Bar Charts:

- Churn Rate by Contract Type
- Churn by Payment Method

Tenure Grouped Churn:

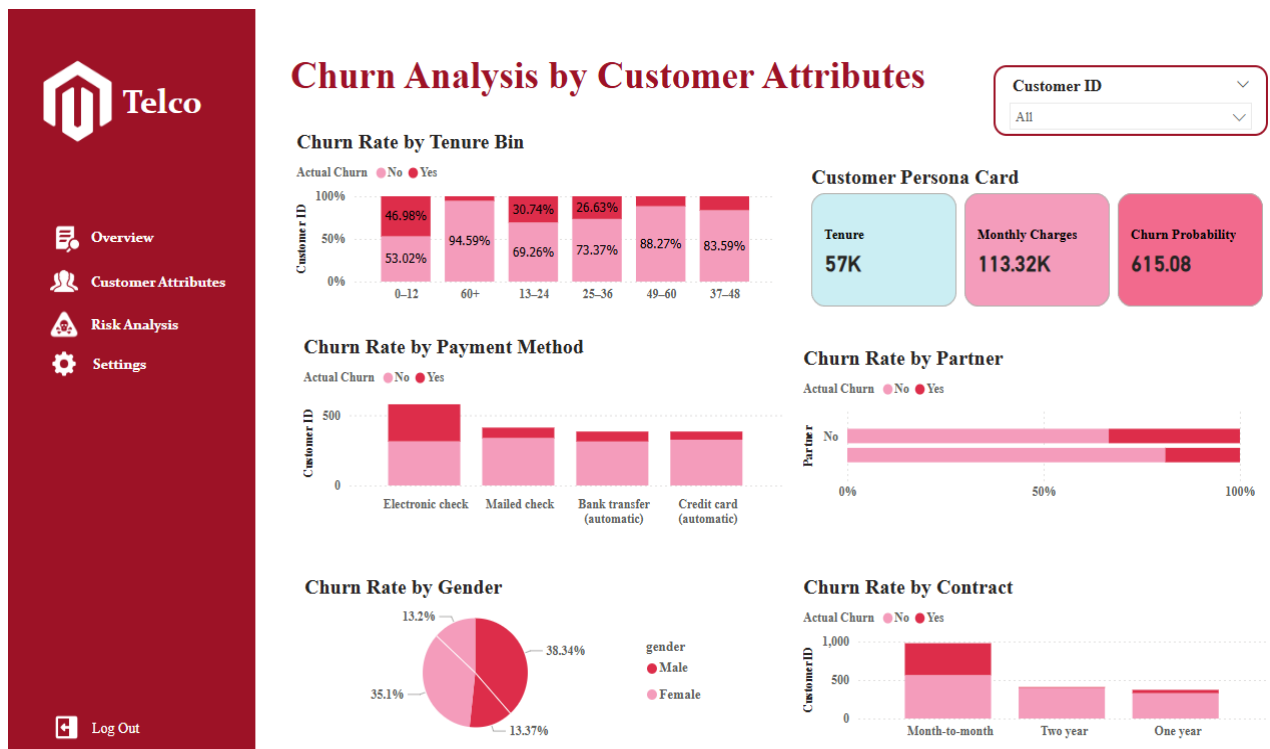- Binned into ranges: 0–12, 13–24, etc.

Scatter Plot:

- MonthlyCharges vs TotalCharges (color-coded by churn status)

Demographic Churn Comparison:

- Pie Chart: Gender
- 100% Stacked Bar Chart: Partner
- 100% Stacked Bar Chart: Dependents

Churn Persona Card (with Slicer & Tooltip):

- Tenure
- Monthly Charges

Sheet 3: Churn Risk & Ticket Impact

- Top 10 High-Risk Customers:

  Table showing: customerID, churn probability, tenure, MonthlyCharges

- Churn Probability Distribution:

  Histogram of churn probability bands (e.g., 0.0–0.2, 0.2–0.4, etc.)

- Feature-wise Histogram:

  Tenure, Monthly Charges, Contract Type, etc.

Churn Risk Analysis

1758	467	504	0.84
Total Customer	Actual Churned Customer	Predicted Churned Customer	Model Accuracy

Churn Probability Distribution

Actual Churn ● No ● Yes

Top 5 High Risk Customer

customerID	Churn Probability	Predicted Churn	Tenure	Monthly Charges
0655-RBDUG	0.99	Yes	7	98.05
2027-FECZV	0.98	Yes	12	106.70
2720-WGKHP	0.98	Yes	2	94.00
6683-VLCTZ	0.98	Yes	20	98.55
7209-JCUDS	0.98	Yes	10	94.90

Churn Risk Histogram

User Interaction Overview

- Slicers & Filters: Used throughout to drill down by gender, contract type, churn status, etc.

- Tooltips: Show churn probability, customer details on hover.

- Drill-through Pages: Enable deeper analysis per selected customer or segment.

Tools Used

- Design Platform: Power BI Desktop

- Wireframe Type: Functional live layout (inside Power BI) + Document-based wireframe

- Icons & Fonts: Default Power BI theme with modern layout