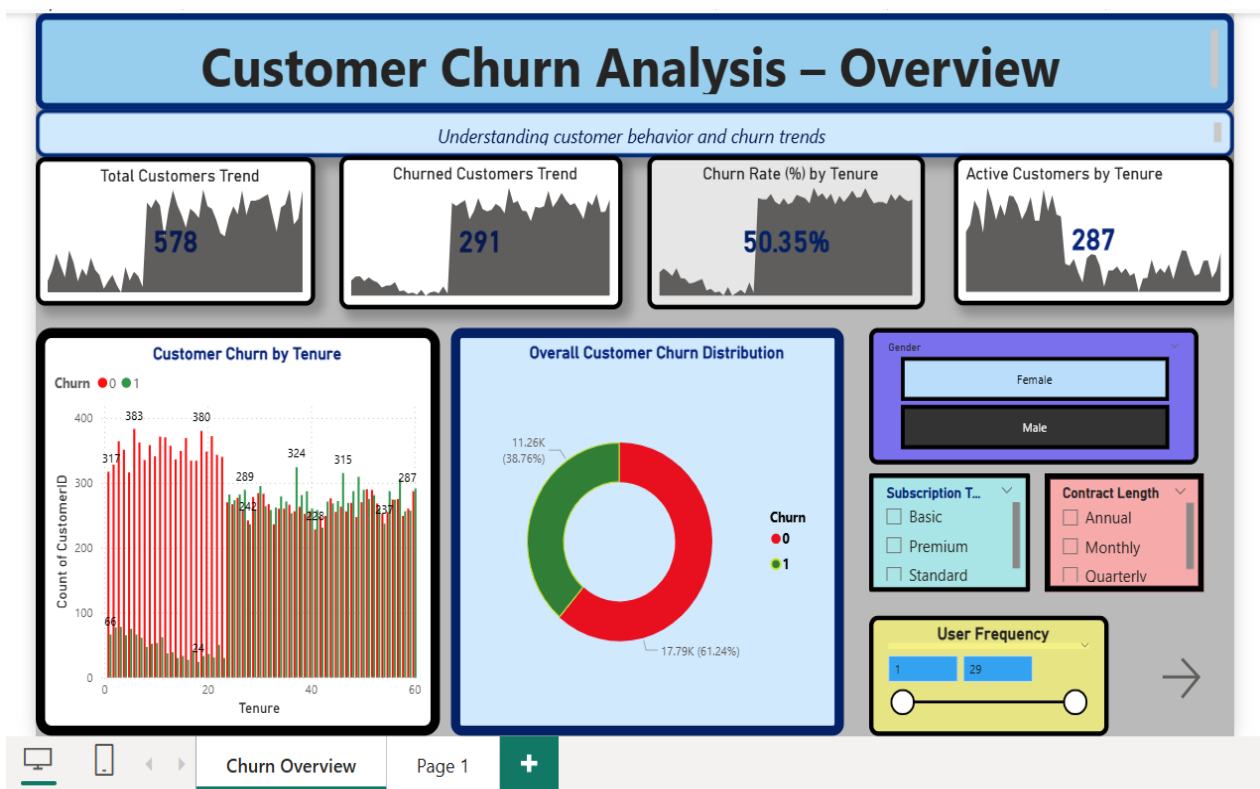


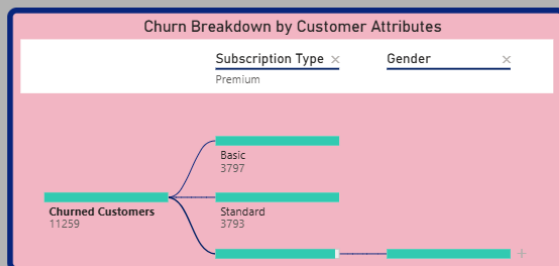
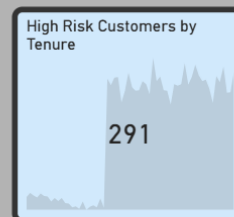
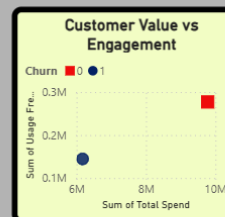
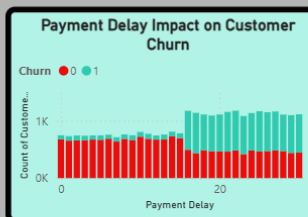
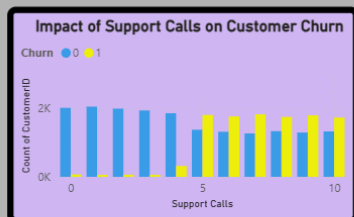
# POWER BI DASHBOARD - Customer Churn Analysis

## Questions:

- Analyze the distribution of customer tenure. What trends do you observe?
- Which contract types show the highest churn rate?
- Are monthly charges related to customer churn?
- Perform univariate analysis on churn status.
- Create a DAX measure to calculate Churn Rate.
- Use slicers to analyze churn by gender and contract type.
- Identify key churn drivers using visualization patterns.
- Which customer segment requires immediate retention strategies?
- How can churn insights influence business decisions?



# Churn Drivers and High-Risk Customer Insights



Customer churn is primarily driven by short tenure, month-to-month contracts, frequent support calls, and payment delays. High-value customers with low usage frequency show a higher risk of churn, indicating disengagement despite higher spending. These insights highlight the need for proactive retention strategies to reduce churn and protect revenue.