

Power Bi Report

11 Steps [View most recent version on Tango.us](#) 

Created by	Creation Date	Last Updated
Surojeet Dey	Aug 28, 2024	Aug 28, 2024

STEP 1

Requirement of Stakeholder

Required KPI's --

- 1 - Total Customers
- 2 - Total Churn Count
- 3 - Churn Rate
- 4 - New Joiners

Project Goals --

create a power bi dashboard to utilize the customer data based on these goals: -

1 - Analyze Customer data based on ---

- a- Demographic
- b- Geographic
- c- payment
- d- Account info

2 - Study Churner Profile and identity areas for implementing the marketing campaigns

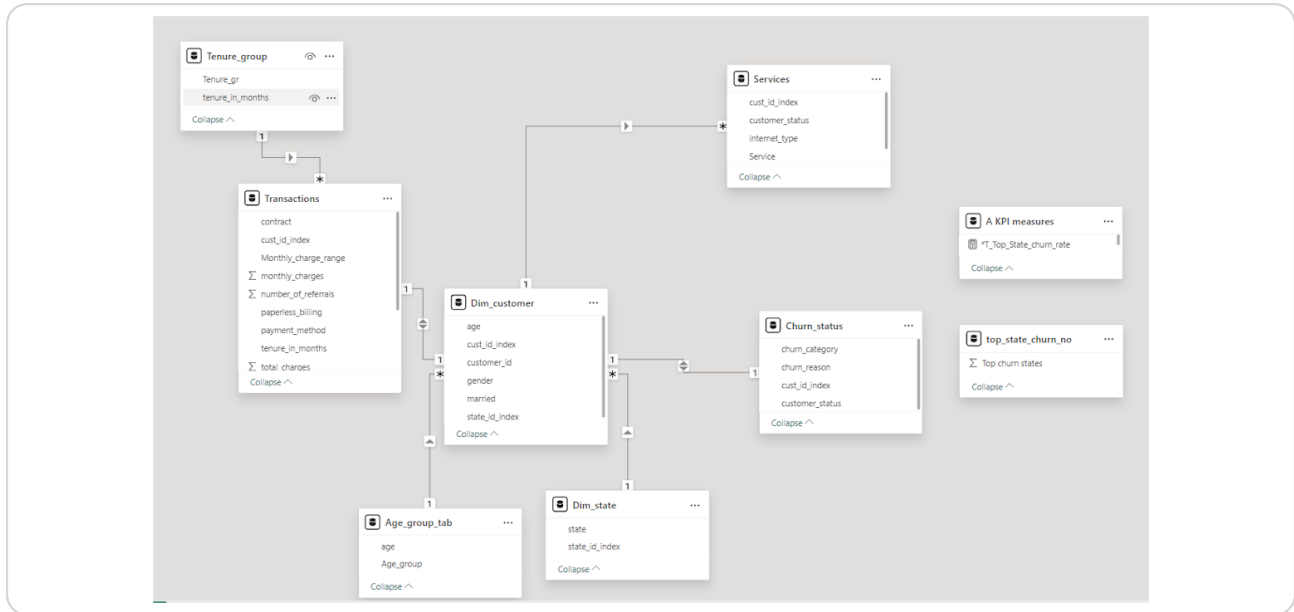
3 - Analyze the company's revenue status based on: -

- a - Gender
- b - Age group
- c - Tenure group
- d - State

STEP 2

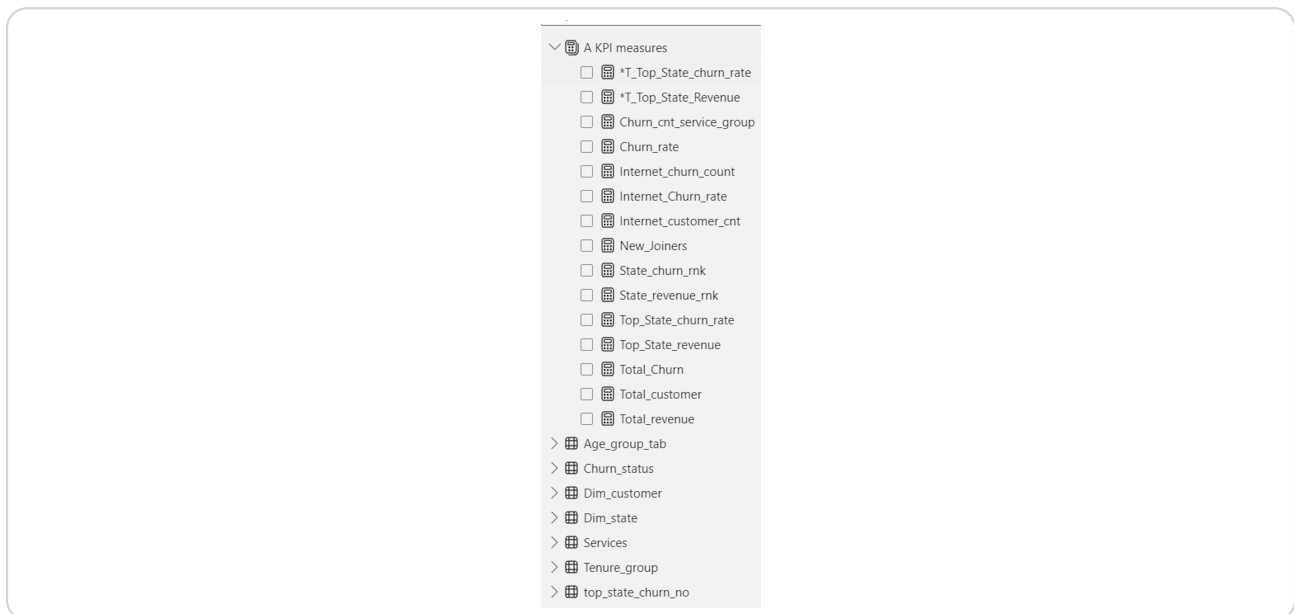
Data Modelling

To understand the business problem of the stakeholder, we first construct a data model to ensure the proper integrity of the data. This allows us to perform complex calculation with ease.



STEP 3

Measures



STEP 4

Dax Measures

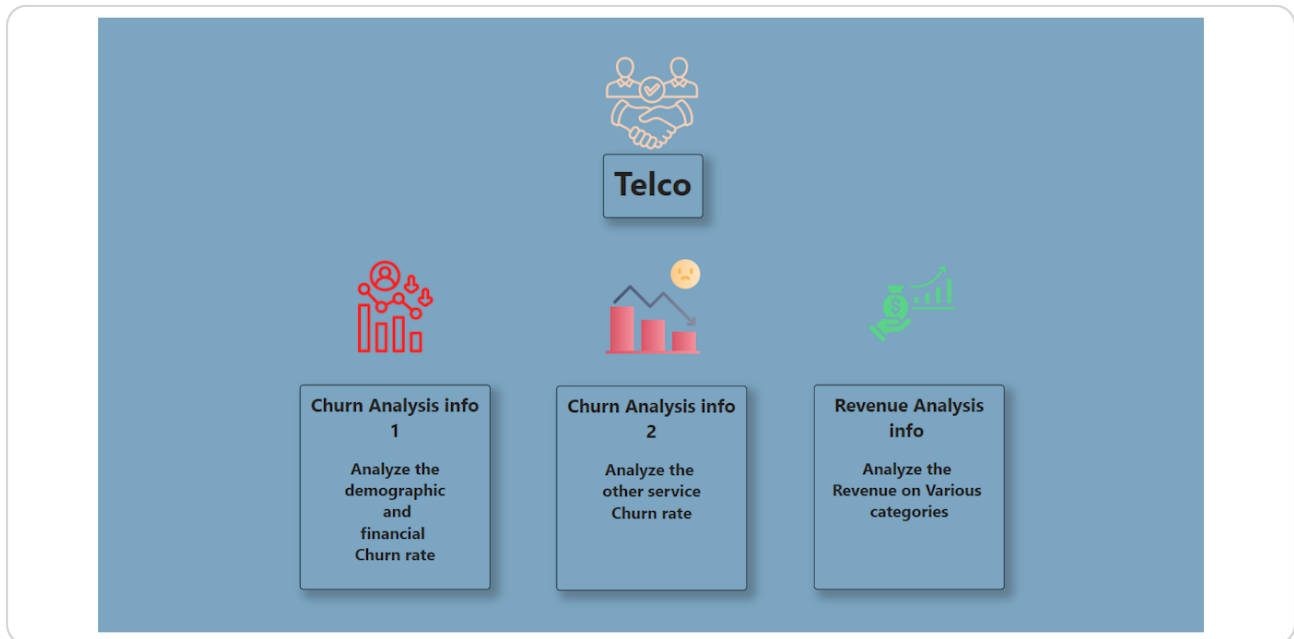
Based on asked question, we create following measures using [DAX]

```
1 - Churn_cnt_service_group = SUMX(Services,IF(RELATED(Churn_status[customer_status])="Churned",1,0))
2 - Churn_rate = DIVIDE([Total_Churn],[Total_customer],0)
3 - Internet_churn_count =
var customer_cnt = COUNT(Services[cust_id_index])
var churn_cnt = SUMX(Services, IF(RELATED(Churn_status[customer_status])="Churned",1,0) )
RETURN
churn_cnt
4 - Internet_Churn_rate = DIVIDE([Internet_churn_count],[Internet_customer_cnt],0)
5 - Internet_customer_cnt =
var customer_cnt = COUNT(Services[cust_id_index])
RETURN
customer_cnt
6 - New_Joiners = CALCULATE([Total_customer],FILTER(Churn_status, Churn_status[customer_status]="Joined") )
7 - State_churn_rnk = RANKX(ALL(Dim_state),[Churn_rate],,DESC,Dense)
8 - State_revenue_rnk = RANKX(ALL(Dim_state),[Total_revenue],,DESC,Dense)
11 - Top_State_churn_rate = IF([State_churn_rnk]<= SELECTEDVALUE(top_state_churn_no[Top churn states],5),[Churn_rate])
12 - Top_State_revenue = IF([State_revenue_rnk]<= SELECTEDVALUE(top_state_churn_no[Top churn states],5),[Total_revenue])
13 - Total_Churn = CALCULATE([Total_customer],FILTER(Churn_status, Churn_status[customer_status]="Churned") )
14 - Total_customer = COUNT(Dim_customer[customer_id])
15 - Total_revenue = SUM(Transactions[total_revenue])-SUM(Transactions[total_refunds])
```

STEP 5

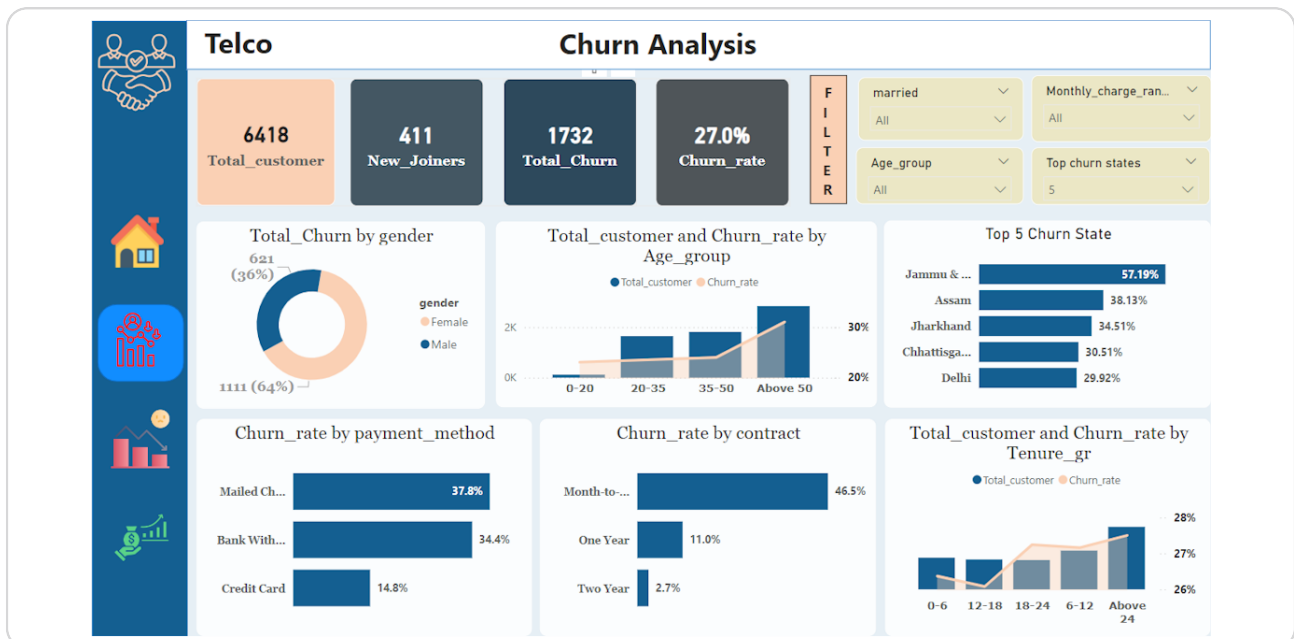
Power bi report

The Home Page of the Report.



STEP 6

Churn Analysis



STEP 7

Key insights of churn analysis

1 - At 2838 customer count, above 50 age group had the highest Total churn customer and was 2,325.64% higher than 0-20 age group which had the lowest Total customer at 117.00

2 - Total customer and total Churn rate are positively correlated with each other.

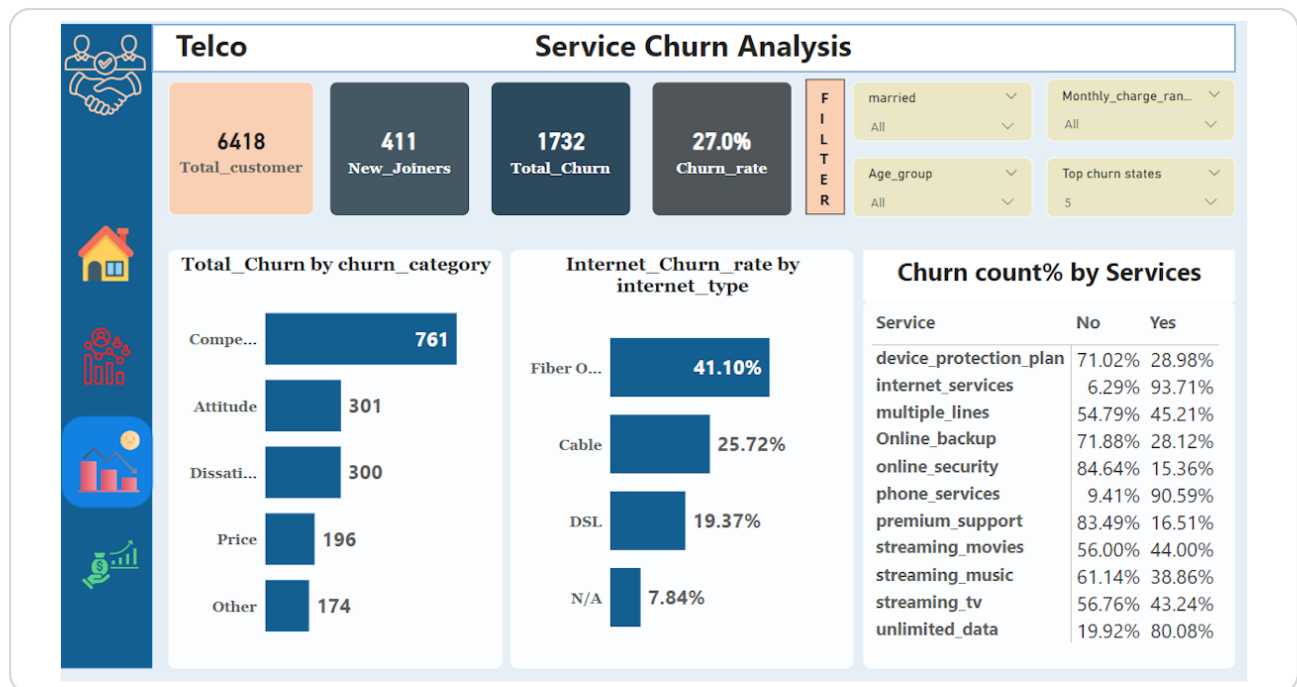
3 - Above 50 age group accounted for 44.22% of Total customer.

4 - Total customer and Churn rate diverged the most when the Tenure Gr was Above 24 age group, when Total customer were 2087 higher than Churn rate.

5 - Across all 5 Tenure Group, Total churn customer ranged from 980 to 2087, and Churn rate ranged from 26.1% to 27.5%. Total Churn for Female (1111) was higher than Male (621).

STEP 8

Service Churn Analysis



STEP 9

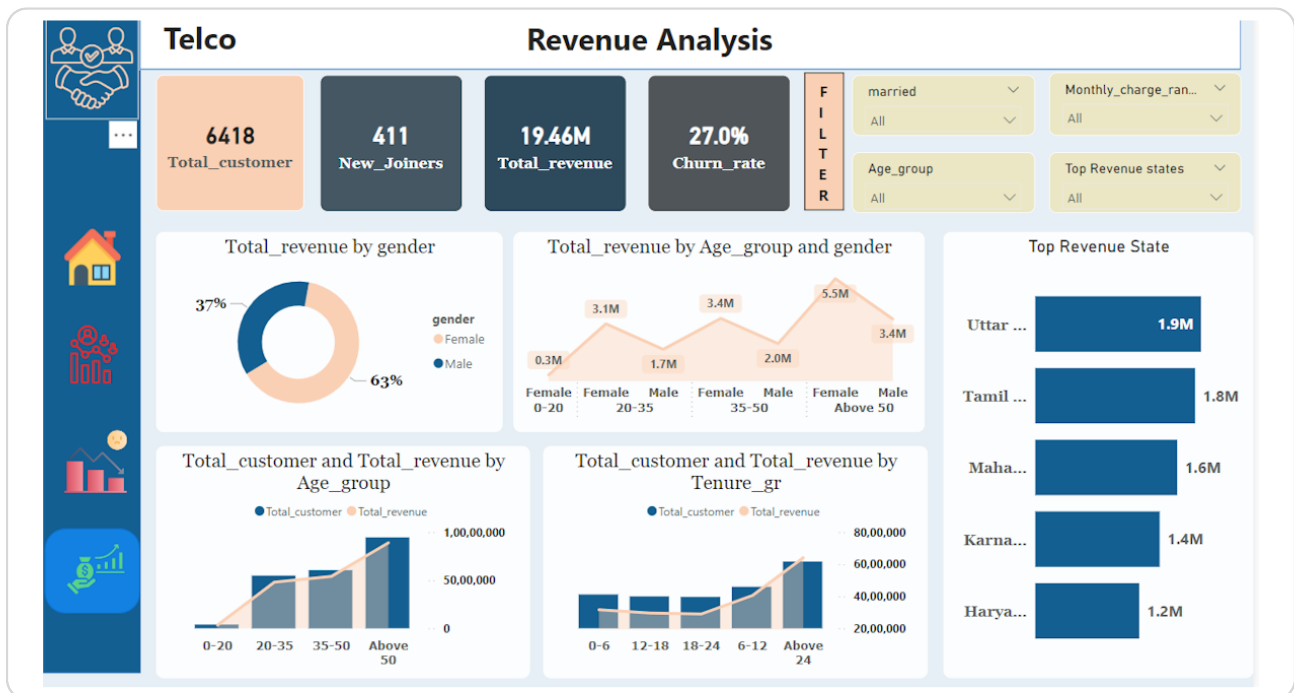
Key insights of Service churn analysis

1 - At 761 counts, Competitor had the highest Total Churn and was 337.36% higher than Other category, which had the lowest Total Churn at 174.00

2 - Fiber optical with 41.10% has the highest churn rate of the internet category, where as DSL has the lowest Churn rate with 19.37%

STEP 10

Revenue Status



STEP 11

Key insights of Revenue analysis

- 1 - At 2838 count of customer, Above 50 age group had the highest Total customer and was 2,325.64% higher than 0-20 age group, which had the lowest Total customer at 117.00 00 00
- 2 - Total customer and total Total_revenue is positively correlated with each other.00 00
- 3 - Above 50 age group accounted for 44.22% of Total_customer.00 00 00
- 4 - Total_revenue and Total_customer diverged the most when the Tenure_group was Above 24 age group, when Total_revenue were 6409279 higher than Total_customer.00 0
- 5 - Across all 5 Tenure_gr, Total_customer ranged from 980 to 2087 and Total_revenue ranged from 28,88,068.59 to 64,11,365.80.00 00
- 6 - Total_revenue for Female (1,23,55,569.96) was higher than Male (71,03,466.16).00 00 00
- 7 - Total Total_revenue was higher for Female (1,23,55,569.96) than Male (71,03,466.16).00 00 Above 50 age group in gender Female made up 28.45% of Total_revenue.00 00
- 8 - Average Total_revenue was higher for Female (30,88,892.49) than Male (23,67,822.05).00 00 0

Tango

Never miss a step again. Visit [Tango.us](https://tango.us)