# Customer Churn Analysis Project

This repository contains a full analysis of customer churn using real-world-inspired data. The project includes data cleaning, transformation, and dashboard visualization using **Excel** and **Power BI**.

**🔍 Project Description**

The main objective of this project is to understand the reasons behind customer churn in a bank and provide actionable insights. It answers key business questions using data visualizations and includes recommendations to help the bank retain more customers.

**📁 Project Files**

* Power BI Dashboard (.pbix)
* Churn Report (Word Document)
* Screenshots of the dashboard and visualizations

**📊 Key Features**

* Churn by Age Group
* Churn by Gender
* Churn by Country (France, Spain, Germany)
* Customer Segmentation by Salary, Tenure, and Age
* Interactive visuals with slicers and filters

**🧠 Insights & Recommendations**

This project answers the following key business questions:

1. **What attributes are more common among churners than non-churners?**
   * Churners are mostly younger (36-45), have lower salaries, and shorter tenures.
   * Recommendation: Focus retention strategies on newer and lower-income customers.
2. **What do the overall demographics of the bank's customer look like?**
   * The majority are aged 36-45 with mid-level salaries.
   * Recommendation: Design products for the dominant customer base.
3. **Is there a difference between German, French, and Spanish customers?**
   * Germany shows more churn; Spain and France have higher retention.
   * Recommendation: Replicate successful retention strategies from Spain & France in Germany.
4. **What types of customer segments exist?**
   * High-value (older, higher salary), At-risk (younger, low salary), Stable (Spain & France).
   * Recommendation: Create customised retention plans for each segment.

💡 Note: "Retained customers" and "Non-churners" refer to the same group of customers who have not left the bank.

**📌 Tools Used**

* Power BI
* Microsoft Excel
* Microsoft Word

**🤝 Let's Connect**

If you liked this project or want to discuss anything related to customer analysis, feel free to connect with me:

🔗LinkedIn - www.linkedin.com/in/ebrupheyooghenenewworld

Thank you for checking out this project!

#DataAnalysis #PowerBI #CustomerChurn #Dashboard #AnalyticsProject #GitHubPortfolio