

# Telco Customer Churn Project

## Project Description

The **Telco Customer Churn Project** focuses on analyzing customer churn in a telecommunications company. The goal is to identify churn drivers (pricing dissatisfaction, competitor offerings, service/support issues) and provide actionable insights to reduce churn rates, improve retention, and minimize lost revenue.

The project uses **Power BI** dashboards and a **star schema data model** to track KPIs, revenue impact, customer segmentation, and churn reasons.

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## Team Members & Responsibilities

- **Esraa Soliman Mubarak**
  - Business Understanding & Documentation
  - DAX Measures & Calculated Columns
  - Dashboard structure & report pages planning
- **Ahmed Anwer Fath**
  - Designed and built the data infrastructure (Data Pipeline & Data Warehouse)
  - Ensured data quality and reliability to empower the Analytics and Data Science teams
- **Tasneem Shaaban Attia**
  - Presentation design & delivery
  - Summarizing insights for stakeholders
  - Storytelling flow of the final report
- **Ibrahim Saeed Mohamed**

- Power BI Dashboard building
- Creating visuals and ensuring interactivity
- Testing with business questions
- **Muhannad Mahfouz Muhammad**
  - Dashboard design and layout
  - UI/UX enhancements for clarity and readability
  - Styling visuals and improving user experience

## **Work Division (Preliminary & Editable)**

- **Esraa:** Project description & documentation
- **Tasneem:** Presentation
- **Ahmed:** Data Pipeline + Data Warehouse
- **Muhannad:** Dashboard design
- **Ibrahim:** Dashboard development