

## Part 1: Interactive Data Dashboard

### A. [Executive Dashboard link](#)

#### 1. Datasets

- churn\_prepared.csv (uploaded)
- WA\_Fn-UseC\_-Telco-Customer-Churn.csv (uploaded) and [link](#)

#### 2. Installation

- No need to install anything, simply follow these links to:  
[Executive Dashboard link](#)

#### 3. Interactive controls: **Executive Dashboard**

- **“Select Category”** menu (churned or retained; male or female)
  - View elements of **churned accounts** by selecting orange “X” in the category menu (top-right).
  - View numbers of **retained accounts** by selecting blue “✓” labeled “No” the category in menu (top right).
  - View elements of **male accounts** by selecting purple male gender icon in the gender menu (top-right).
  - View numbers of **retained accounts** by selecting the pink female gender icon in the gender menu (top right).
  - Combine the above categories & gender in any combination to see the output in the Key Performance Indicators table.
  - Also, several different clickable features can be selected by holding down control and selecting multiple options
- **“Profitability at a Glance for State”** - dropdown/map
  - From Revenue by State heatmap (bottom-right), click on a state to view state-specified elements in all other charts.
  - From the State dropdown menu (middle-right), select state from the dropdown & then click apply (bottom-of-dropdown) to view state-specified elements in all other charts.
  - For example, the set of 8 states (TX, NY, PA, CA, IL, OH, FL & MO) with top earning monthly revenue may be selected together to show their combined numbers.

#### 4. Provide a copy of all SQL code and other code supporting the dashboards.

See attached pdf “SLM1\_TASK\_1\_DATA\_ANALYSIS\_code.pdf”