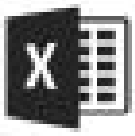
LEARNING PLAN

Great! How interested are you in learning the following tools?

	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
Excel	○	○	○	○	◉
Power BI	○	○	○	○	◉
Tableau	○	○	◉	○	○
MySQL	○	○	◉	○	○
Python	○	○	○	○	◉

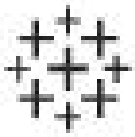
← Back

Next →



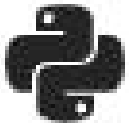
Excel

Power BI

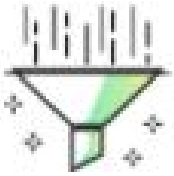


Tableau

MySQL



Python



Data Prep

Connecting, cleaning, shaping and transforming raw data for analysis

Data Analysis

Exploring and analyzing data to expose insights, patterns and trends

Data Visualization

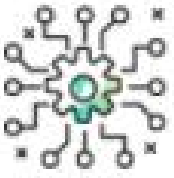
Bringing raw data to life with charts, graphs and dynamic dashboards

Database Design

Building and administering databases and relational data models

Statistics

Applying statistical techniques to draw conclusions from sample data



Machine Learning

Profiling, classification, forecasting and unsupervised learning

Maven Analytics

ics.io

	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
Data Prep Connecting, cleaning, shaping and transforming raw data for analysis	○	○	○	○	◉
Data Analysis Exploring and analyzing data to expose insights, patterns and trends	○	○	○	○	◉
Data Visualization Bringing raw data to life with charts, graphs and dynamic dashboards	○	○	○	○	◉
Database Design Building and administering databases and relational data models	○	○	○	○	◉
Statistics Applying statistical techniques to draw conclusions from sample data	○	○	○	○	◉
Machine Learning Profiling, classification, forecasting and unsupervised learning	○	○	◉	○	○

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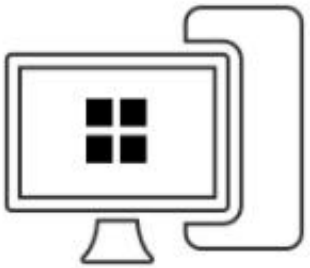
LEARNING PLAN

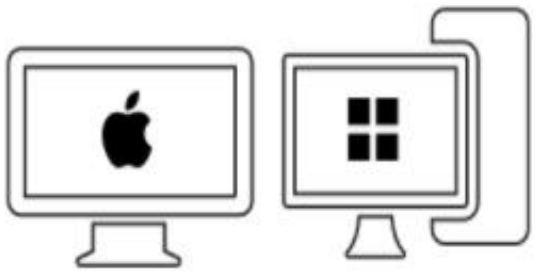
What type of computer do you use?

Some courses and tools aren't available on all operating systems

Mac



PC



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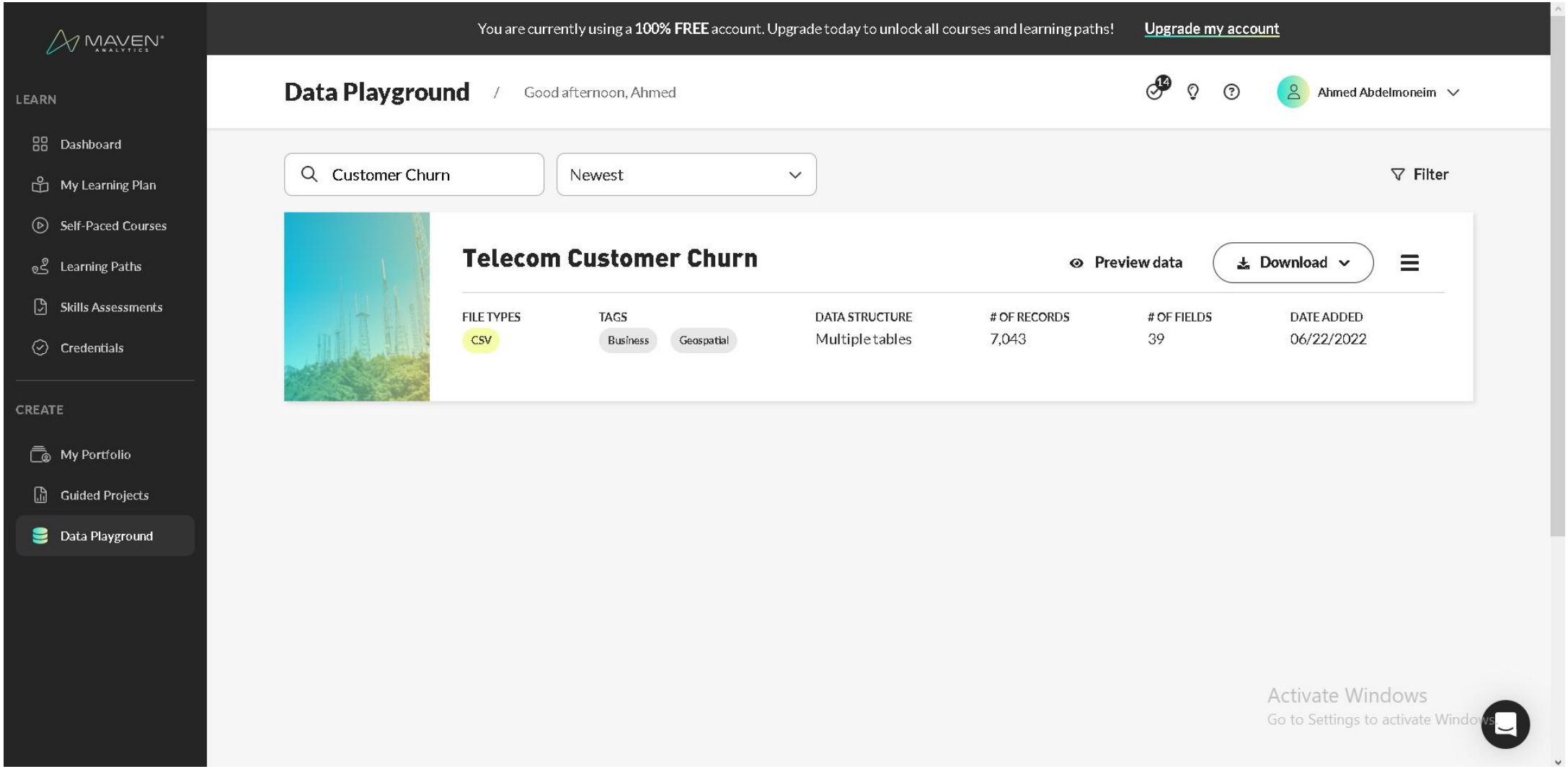
Skip learning plan setup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/
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14
Ahmed Abdelmoneim
Customer Churn
Newest
Filter
Telecom Customer Churn
Preview data
Download
FILE TYPES
CSV
TAGS
Business
Geospatial
DATA STRUCTURE
Multiple tables
OF RECORDS
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OF FIELDS
39
DATE ADDED
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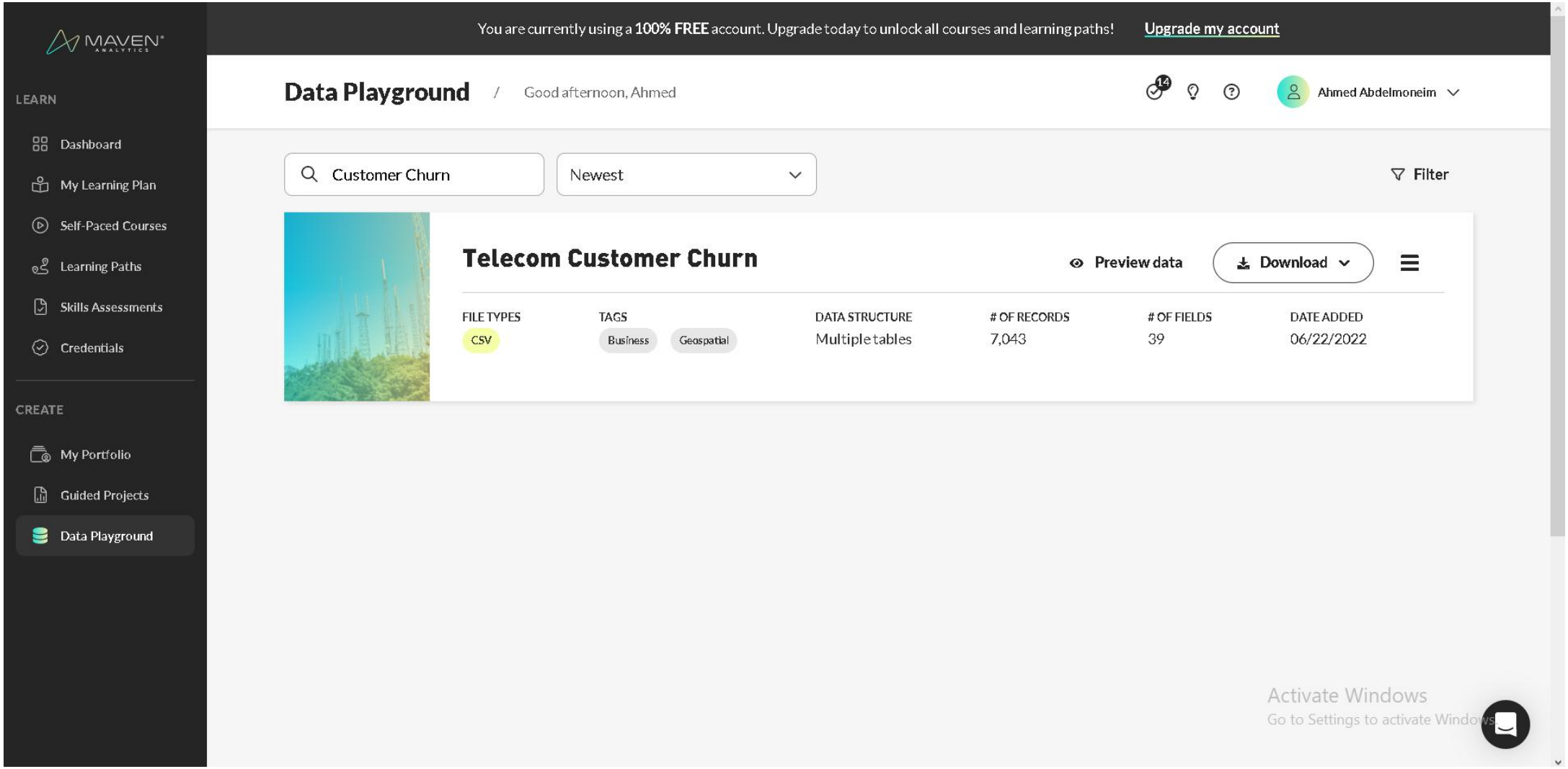
Activate Windows
Go to Settings to activate Windows.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Data Playground
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Good afternoon, Ahmed
14
Ahmed Abdelmoneim
Customer Churn
Newest
Filter
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CSV
TAGS
Business
Geospatial
DATA STRUCTURE
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demographics analysis

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Demographic analysis is the study of a population-based on factors such as age, race, and sex. Demographic data refers to socioeconomic information expressed statistically, including employment, education, income, marriage rates, birth and death rates, and more.

Investopedia
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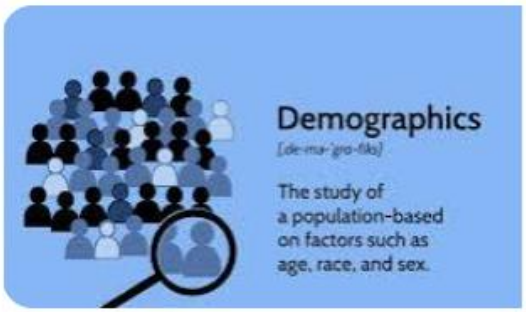
Demographics: How to Collect, Analyze, and Use ...



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What are the 4 demographic indicators?

What are the 5 main demographics?

What is the demographic analysis formula?

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Demographic Analysis: Selected ...
Book

- **Government:** Demographic data can help make policy decisions and decide where to

Live Finalist Voting Video

Challenge Objective

For this challenge, you'll be assuming the role of a BI Consultant for **Maven Communications**, a California-based Telecommunications company.

You've been hired to help the company **improve retention by identifying high value customers and churn risks**, and have been asked to present your findings to the CMO in the form of a single page report or dashboard.

Live Finalist Voting Video

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Customer Churn Analysis

7043	1869	26.54%	454	6.45%
#Customers	#Churn	Churn%	#Joined	Joined%

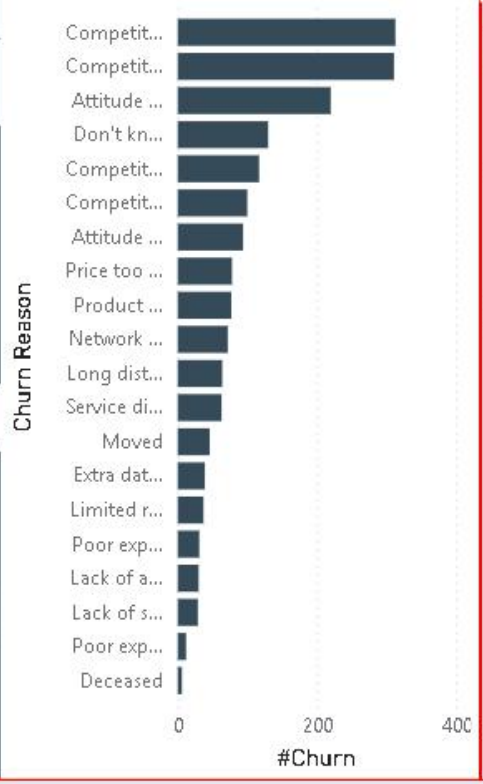
- Home Page
- Churn Details
- Goined Details
- AI helper

About Me

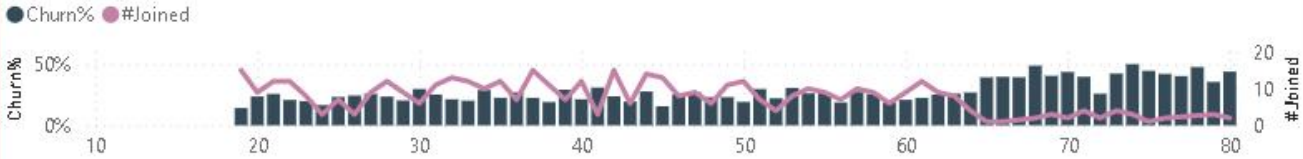
Parameters

Churn Reason	Churn Category	Contract

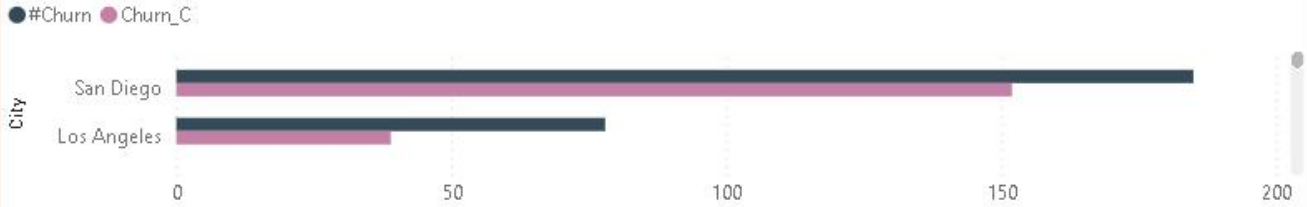
#Churn by Churn Reason



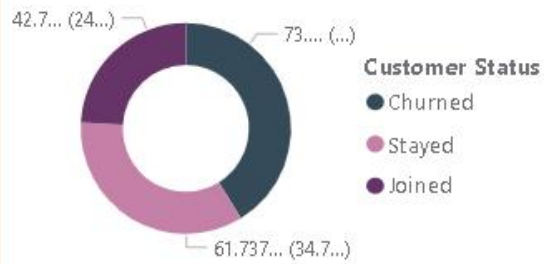
Churn% and #Joined by Age



#Churn and Churn_C by City



Average of Monthly Charge by Customer Status



Recommendation:-

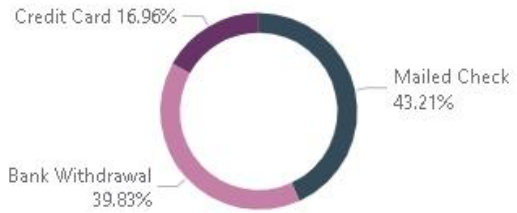
- You have to focus on your competitors at the to 5 chart you will find that your customers chune because Competitor made better offer.
- Try to make offers on the long term contract instead of the short term one you will find out that most of the churned customers are from the monthly contract.
- the new customers come from the age groups between 17 year and 40 year, and the churned customers are between +40 to 70 you have to focus more on this age area.
- there are a aide range of customers without offers try to susgest more offers to them.

Activat

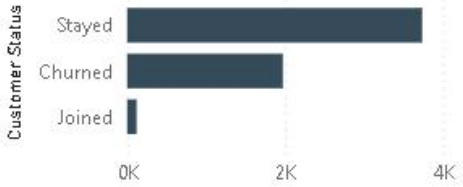
#Churn by Churn Category

#Churn	City	Churn_C
7	Anaheim	6
16	Escondido	14
26	Fallbrook	23
78	Los Angeles	39
12	Modesto	6
459		326

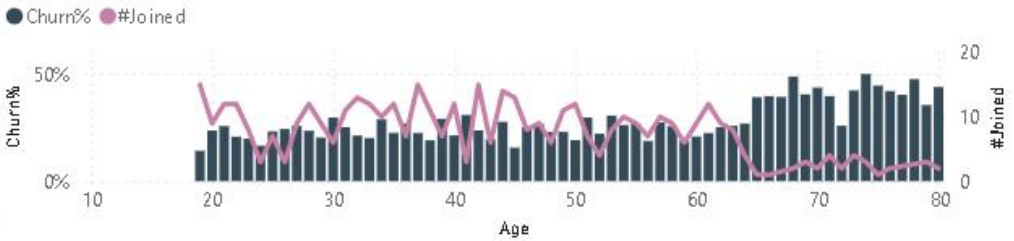
Churn% by Payment Method



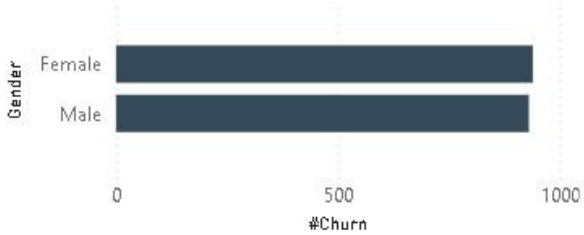
Average of Total Revenue by Customer Status



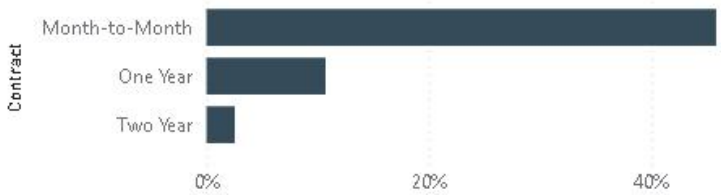
Churn% and #Joined by Age



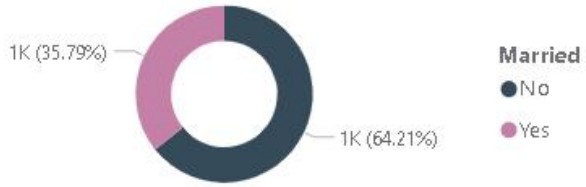
#Churn by Gender



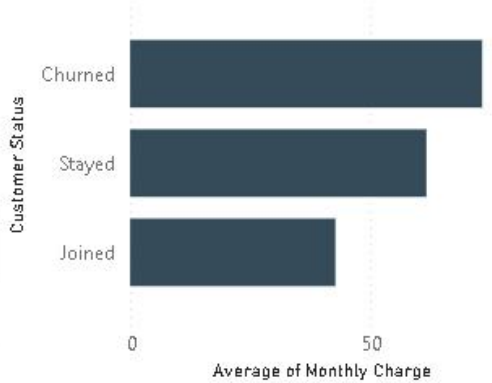
Churn% by Contract



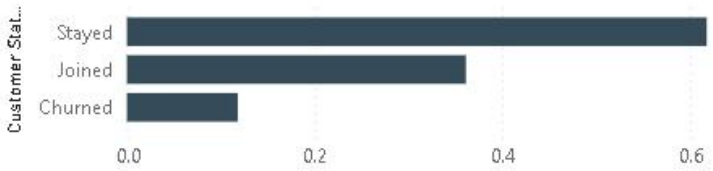
#Churn by Married



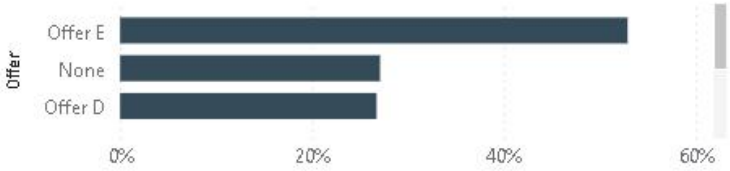
Average of Monthly Charge by Customer Status



Average of Number of Dependents by Customer Status



Churn% by Offer



Activate

Ask a question about your data

Try one of these to get started

top offers by churn C

top streaming TVs by churn C

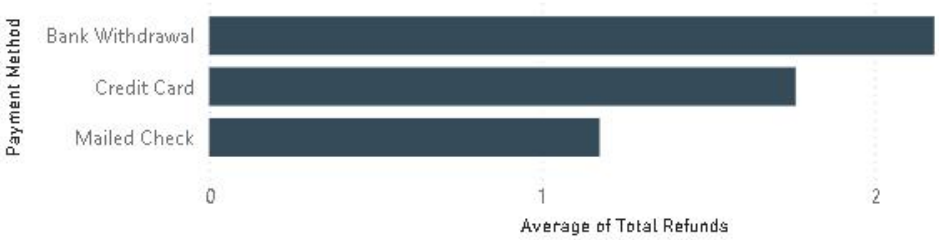
top unlimited data by #churn

At 2.18, Bank Withdrawal had the highest Average of Total Refunds and was 85.71% higher than Mailed Check, which had the lowest Average of Total Refunds at 1.17.

Bank Withdrawal had the highest Average of Total Refunds at 2.18, followed by Credit Card at 1.76 and Mailed Check at 1.17.

Credit Card had 1.76 Average of Total Refunds, Bank Withdrawal had 2.18, and Mailed Check had 1.17.

Average of Total Refunds by Payment Method



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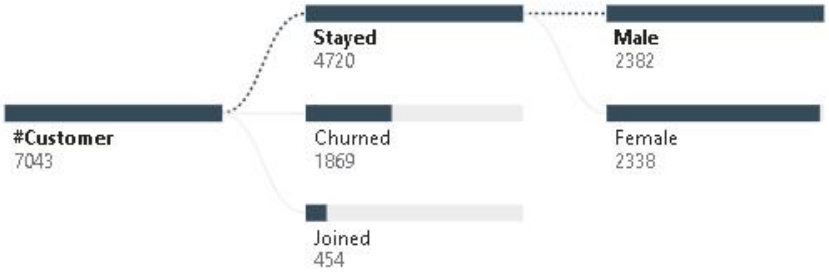
Customer Status × Gender ×

Stayed



Key influencers Top segments

What influences #Customer to Increase ?

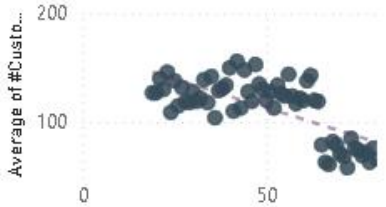
When...

Age goes down 17.90

...the average of #Customer increases by

19.22

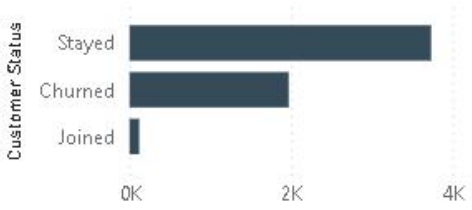
← On average when Age decreases, #Customer increases.



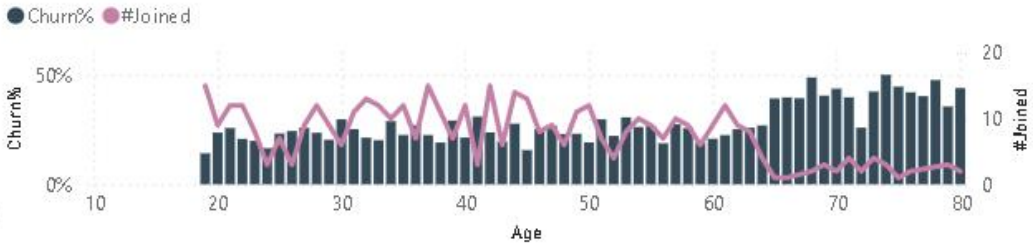
#Joined	City	#Churn
3	Anaheim	7
3	Escondido	16
2	Fallbrook	26
18	Los Angeles	78
2	Modesto	12
56		459

Churn% by Payment Method

Average of Total Revenue by Customer Status

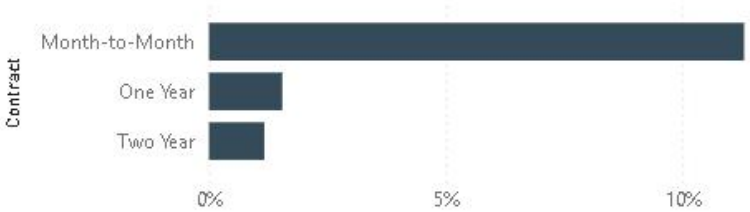


Churn% and #Joined by Age

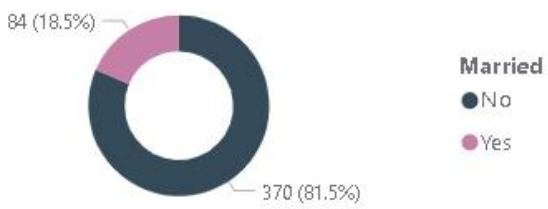


Joined% by Gender

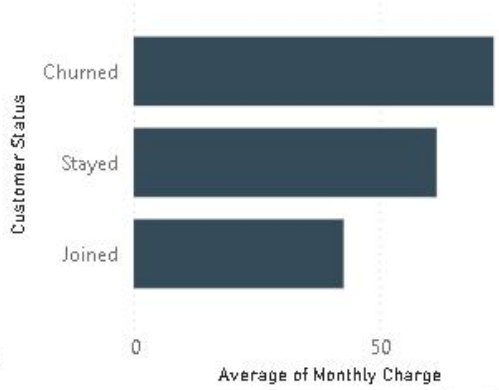
Joined% by Contract



#Joined by Married

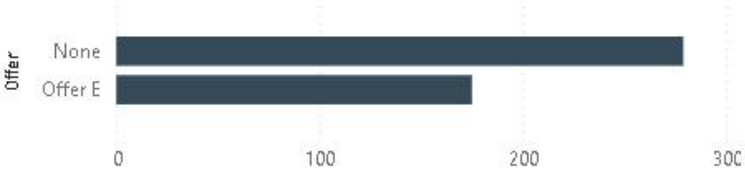


Average of Monthly Charge by Customer Status



Average of Number of Dependents by Customer Status

#Joined by Offer



Activa
Go to Se

I Am Junior Business Intelligence Specialist
Junior Business Intelligence Development | Skilled in Power BI, SQL Server 📊 | Data Analysis using Excel & SQL📊 | Data Analysis using Python 🐍 | Familiar with SSAS, SSIS, SSRS tools to manage data efficiently 🛠 | Let's connect and unleash the magic of data! 🌈 #Visualization #PowerBI #DataAnalysis #BIDeveloper #SQL #Python #OOP #DataAnalysis #SSAS #SSIS #SSRS #DataWarehouse
#Web Scraping #Tkinter #Business intelligence.

Customer Churn Analysis

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About Me

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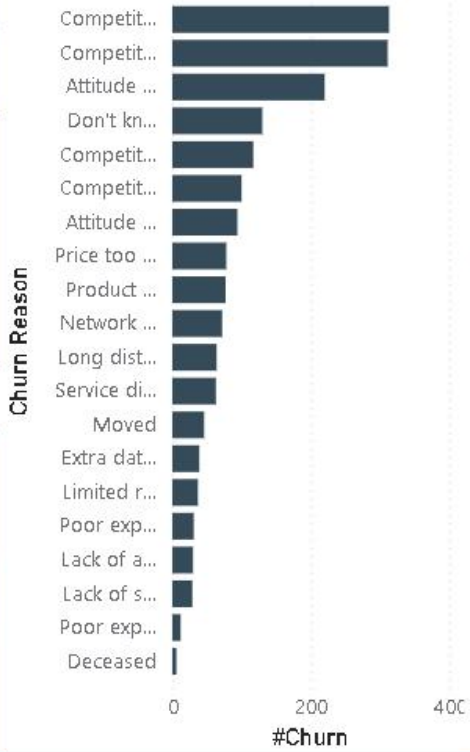
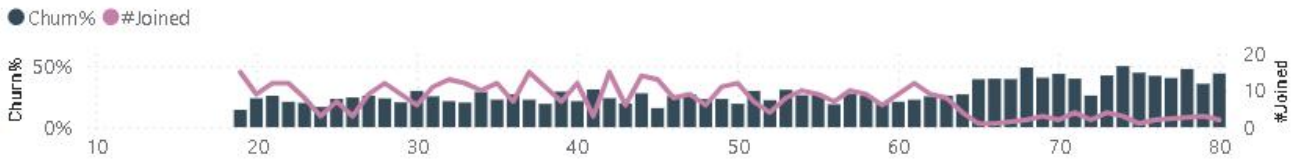
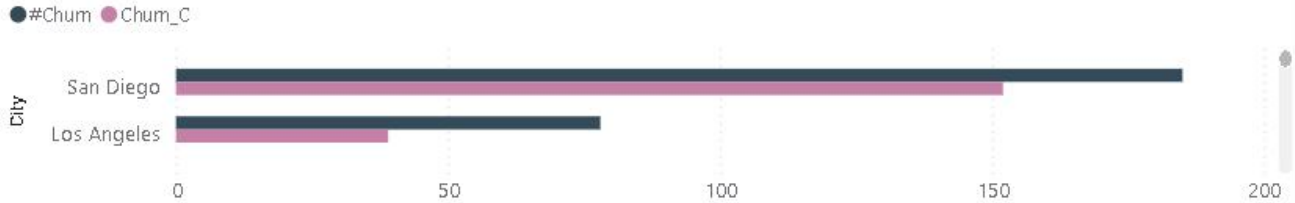


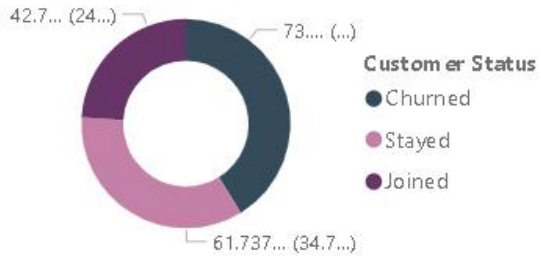
Churn% and #Joined by Age



#Churn and Churn_C by City



Average of Monthly Charge by Customer Status



Recommendation:-

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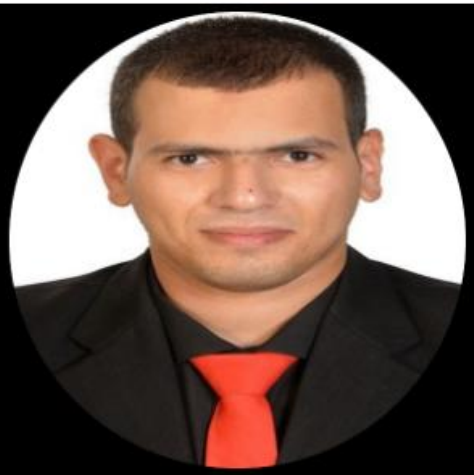
Customer Churn Analysis | Churn | AI Helper | Stayed | About Me | +



I Am Junior Business Intelligence Specialist
Junior Business Intelligence Development | Skilled in Power BI, SQL Server 📊 | Data Analysis using Excel & SQL 📊 | Data Analysis using Python 🐍 | Familiar with SSAS, SSIS, SSRS tools to manage data efficiently 🛠 | Let's connect and unleash the magic of data! 🌈 #Visualization #PowerBI #DataAnalysis #BIDeveloper #SQL #Python #OOP #DataAnalysis #SSAS #SSIS #SSRS #DataWarehouse
#Web Scraping #Tkinter #Business intelligence.

Maven Challenges / Maven Churn Chal...
MAVEN DATA CHALLENGE
Maven Churn Challenge
Help a telecommunications company improve retention by analyzing their CRM data to identify high-value customers and churn risks.
Jun 23, 2022
Start date
Jul 24, 2022
Deadline
0 days
Days remaining
Free Annual Membership
Grand prize
View Challenge Submissions

Live Finalist Voting Video

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Challenge Objective

For this challenge, you'll be assuming the role of a BI Consultant for **Maven Communications**, a California-based Telecommunications company.

You've been hired to help the company **improve retention by identifying high value customers and churn risks**, and have been asked to present your findings to the CMO in the form of a sing page report or dashboard.

About The Data Set

Churn data for a fictional Telecommunications company that provides phone and internet services to 7,043 customers in California, and includes details about customer demographics, location, services, and current status.

Telecom Customer Churn

Customer churn data for a fictional Telecom company in California.

Download

CSV	Multiple tables	7043	39
File type	Data structure	# of records	# of fields

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creating and managing the DWH, ETL, data modeling, reporting, MD Cube.

Power BI Data Analyst
Skills: Strong in data visualization, Power BI, DAX, data modeling, and business intelligence.

Data Engineer
Skills: Proficient in SQL, Python, ETL processes, data warehousing, cloud platforms (AWS, Azure, GCP), and big data technologies (Hadoop, Spark).

Data Scientist
Skills: Strong in Python/R, machine learning, statistics, data modeling, and data visualization. Knowledge of data engineering principles is often beneficial.

Ahmed Abdel Moneim

LEARNING PLAN

Great! How interested are you in learning the following tools?

	Not at all interested	Not very interested	Neutral	Somewhat interested	Very interested
Excel	○	○	○	○	○
Power BI	○	○	○	○	○
Tableau	○	○	○	○	○
MySQL	○	○	○	○	○
Python	○	○	○	○	○

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