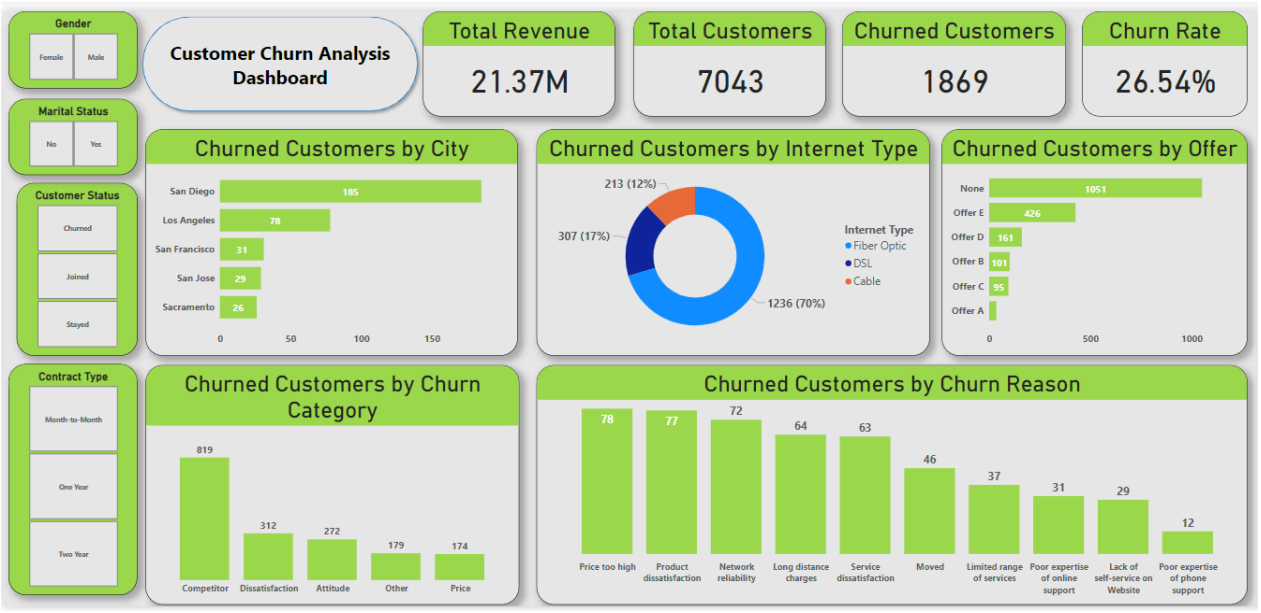
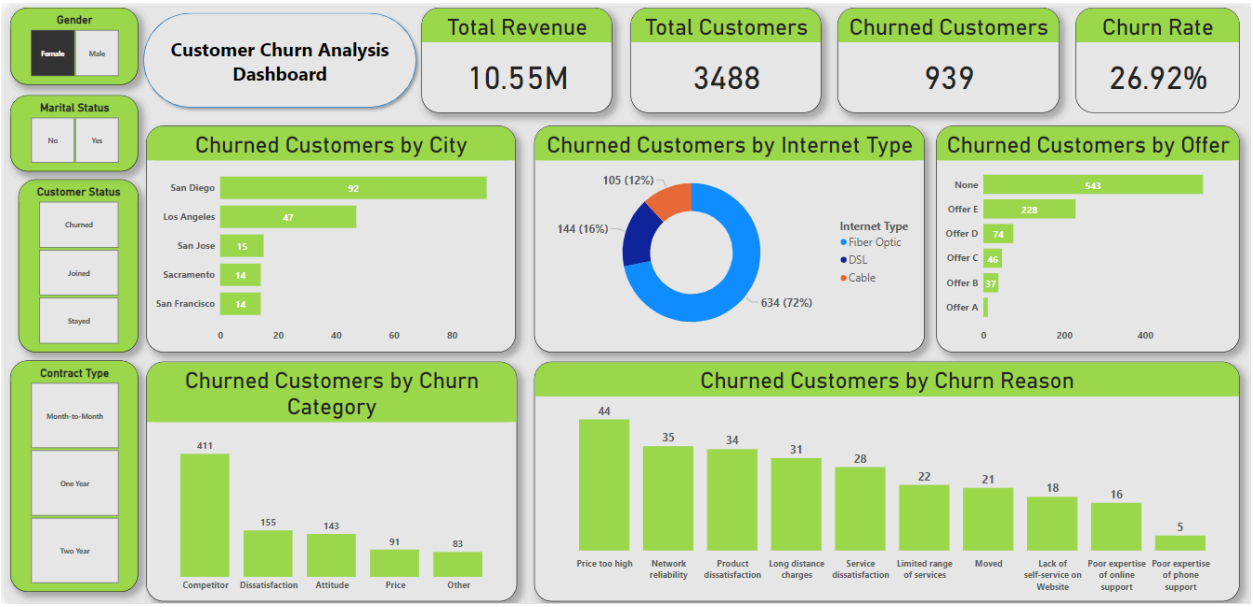
Power BI - Customer Churn Dashboard Analysis





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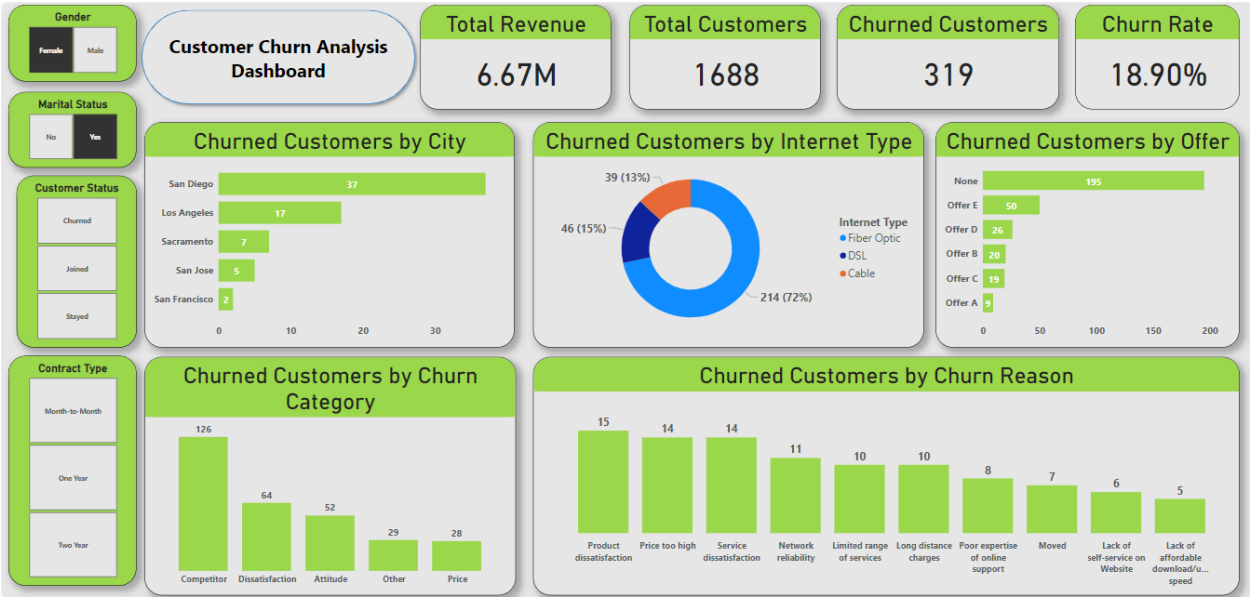

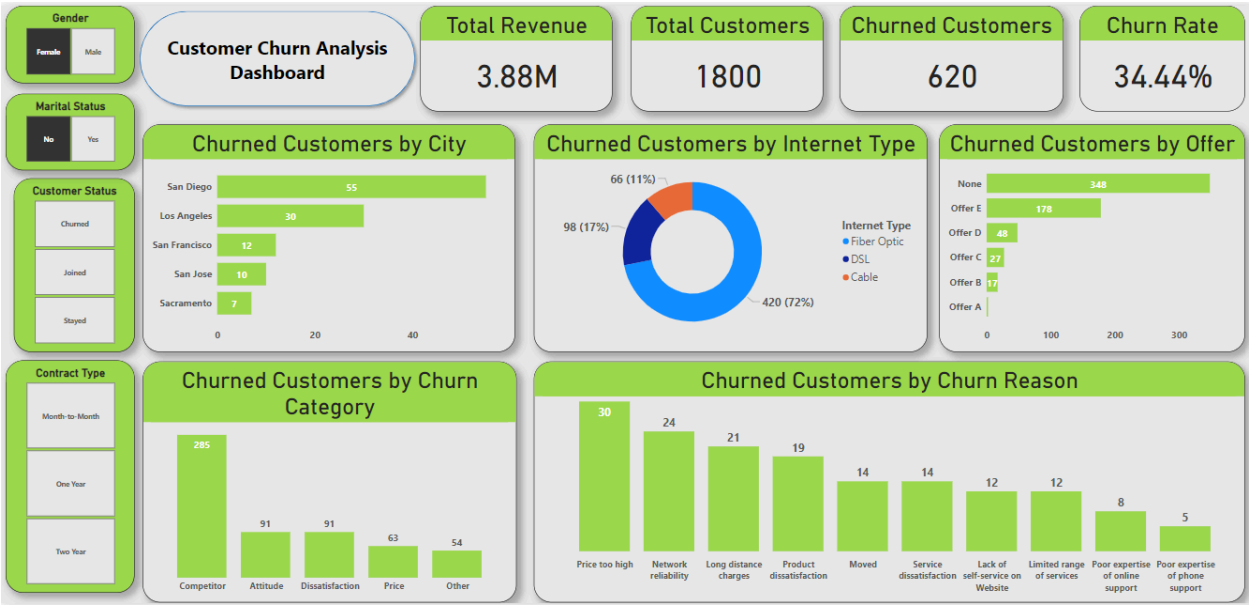

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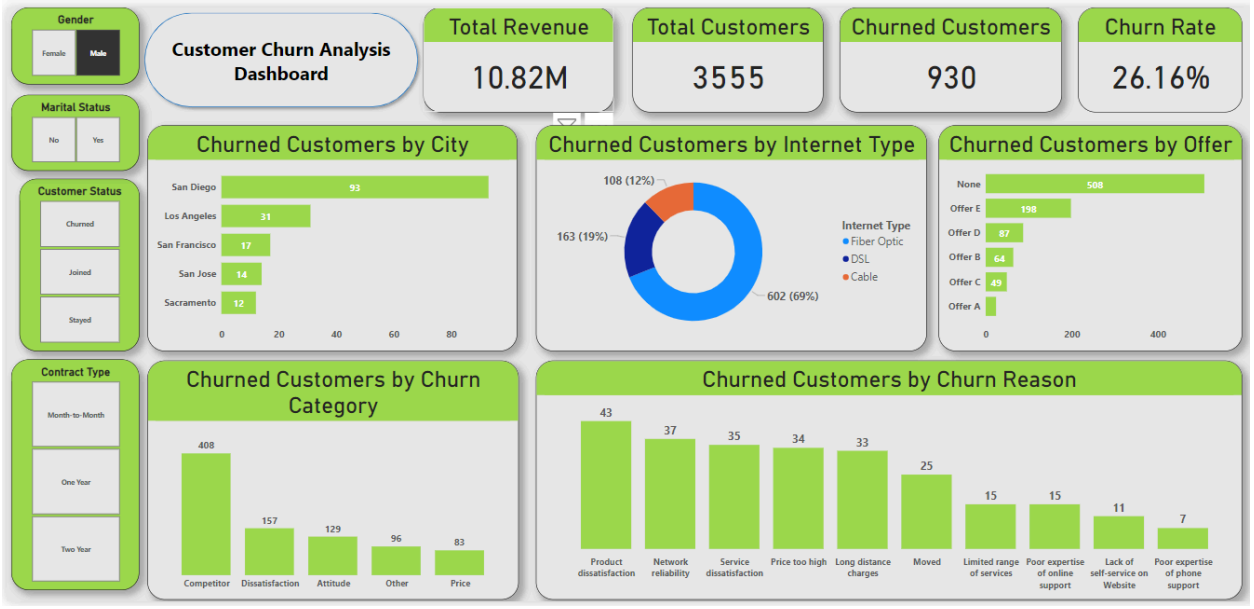

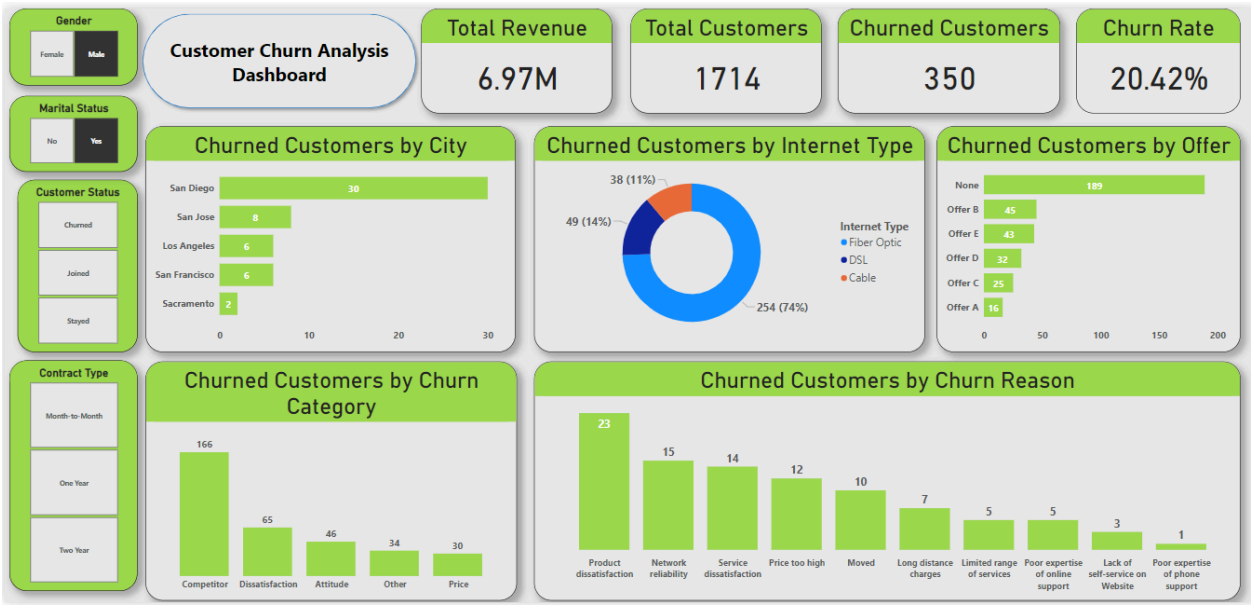

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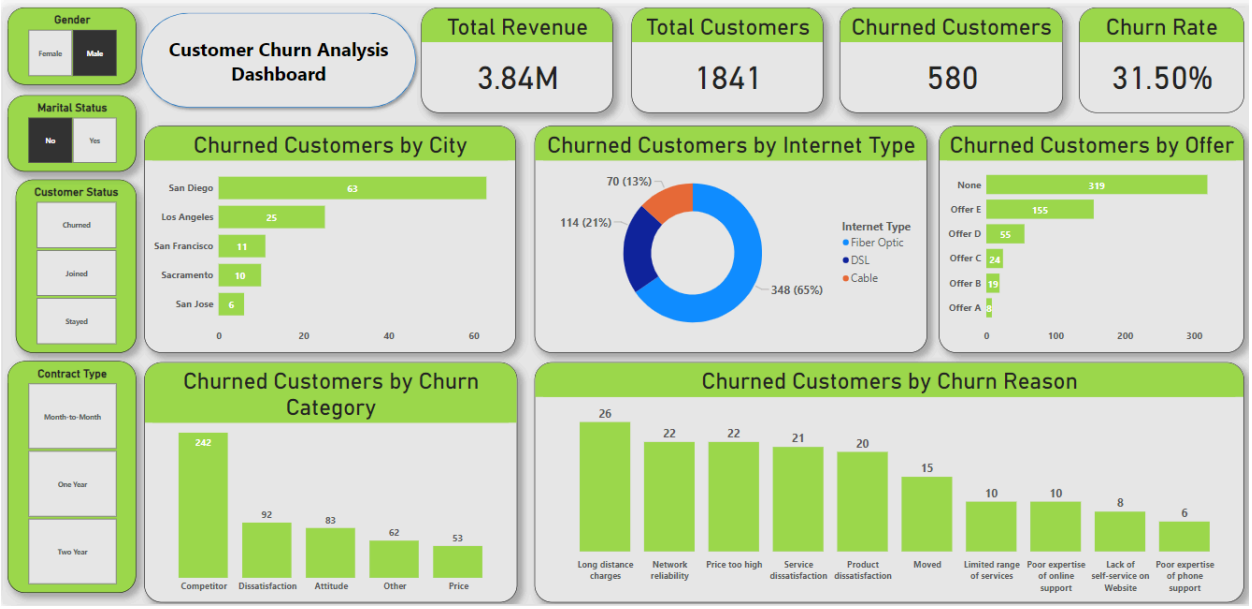

Analysis

- Over the last year, the company made a total revenue of $21.37M from 7043 customers.
- Of these, the company lost 1869, or almost 27% customers.
- The highest customer churn was experienced in San Diego, followed by Los Angeles.
- The majority of the churned customers didn't have any special offer.
- The leading reasons for churn were high price, product dissatisfaction, and network reliability.

<u>Female customers:</u>

- Churn rate of unmarried female customers is significantly higher than married female customers (34.4% vs 18.9%).
- We also see that price plays a more important factor for unmarried female customers vs married female customers.
- There could be an opportunity to discontinue Offer E for unmarried female customers, given the high attrition.

<u>Male customers:</u>

- Churn rate of unmarried male customers is significantly higher than married male customers (31.5% vs 20.4%).
- Unmarried males are likely to be staying away from their families, which can be inferred from how long distance charges are the primary driver for their attrition.
- There could be an opportunity to introduce a new offer that makes it cheaper to make long distance calls for unmarried males.