Project -8

Project Title: Customer Churn and Risk Analysis in Power BI

Introduction
Proactively prevent customer churn and optimize customer service with interactive dashboards.

Key Features:
📌 **Predictive Churn Modelling:** Identify at-risk customers before they churn, enabling proactive interventions and retention strategies.

📌 **Customer Segmentation:** Group customers based on shared characteristics and churn risk, allowing for targeted marketing and engagement efforts.

In the dynamic realm of retail sales, understanding the intricacies of consumer behaviour.

Benefits:
Proactively identify and address at-risk customers, leading to improved retention rates.

Enhance customer satisfaction: Gain deeper understanding of customer needs and tailor service experiences accordingly.

Screenshots of the Project 8

File   Home   Insert   Modeling   View   Optimize   Help

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CUSTOMER CHURN DASHBOARD

1869	2173	885	$2.86M	139.13K
CUSTOMERS AT RISK	# OF TECH TICKETS	# ADMIN TICKETS	YEARLY CHARGES	MONTHLY CHARGES

DEMOGRAPHICS BY GENDER

CHURNED CUSTOMERS BY GENDER

930 (49.74%) — Female
939 (50.24%) — Male

● Female ● Male

25% Senior Citizen

36% Partner

17% Dependents

SUBSCRIPTION TIME

+1 Year	55.48%
+2 Year	15.73%
+3 Year	9.63%
+4 Year	7.76%
+5 Year	6.42%
+6 Year	4.98%

0% — 50%

CUSTOMER ACCOUNT INFORMATION

PAYMENT METHOD

Electro...	57.30%
Mailed ...	16.48%
Bank tr...	13.80%
Credit ...	12.41%

0% — 50%

PAPERLSS BILLING

25.09% / 74.91%

● Yes ● No

AVG CHARGES

74.44 Monthly
$1,531.796094168... Total

TYPE OF CONTRACTS

Month-to...	88.55%
One year	8.88%
Two year	2.57%

0% — 50% — 100%

SUBSCRIBED SERVICES

17% Tech Support	44% Streaming TV	44% Streaming Movies
29% Device Protection	28% Online Backup	16% Online Security

91% Phone Service

Multiple Lines
50.03% Yes   49.97% No

INTERNET SERVICE USERS

Fiber optic	49.49%
DSL	24.56%
No	6.05%

0% — 20% — 40% — 60%

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CUSTOMER RISK ANALYSIS DASHBOARD

CHURN
All

INTERNET SERVICE
All

0 — 72

CONTRACT
All

7043	26.54%	$16.06M	3632	2955
Total Customers	Churn Rate	Yearly Charges	Admin Tickets	Tech Tickets

Churn Rate BY Type of Internet Service

50% — Fiber optic 41.89% — DSL 18.96% — No 7.40%

0% — InternetService

 # Of Customers by Internet Service

1.53K (21.67%)
3.1K (43.96%)
2.42K (34.37%)

● Fiber optic ● DSL ● No

Sum of Monthly Charges

32.17K
140.67K
283.28K

● Fiber optic ● DSL ● No

Type Of Contract

42.71% — Month-to-month
11.27% — One year — 1.5K
2.83% — Two year — 1.7K

4K / 3K / 2K / 1K

● Churn Rate — Customers

Years of Contract

47.44% — 0.12M (+1 Year)
28.71% — 0.06M (+2 Year)
21.63% — 0.05M (+3 Year)
14.42% — 0.06M (+4 Year)
0.11M (+5 Year)
6.61% (+6 Year)

50% / 0%   0.1M / 0.0M

● Churn Rate — Sum of Monthly Charges

Churn by Payment Method

45.29% — 0.18M (Electro... check)
19.11% — 0.07M (Mailed check)
16.71% — 0.10M (Bank transfer (autom...)
15.24% — 0.10M (Credit card (autom...)

58% / 0%   0.2M / 0.1M / 0.0M

● Churn Rate — Sum of Monthly Charges