

Customer Churn Case Study

First:

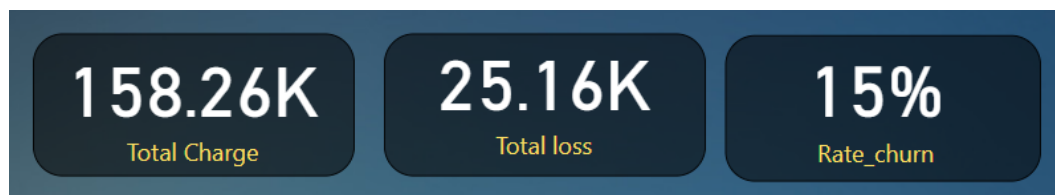
1. I go throw the data to understand it more clearly (the documentation attached with the task was very helpful in this phase).
2. Then I studied the data to see if it wasn't clean enough to start the analysis.
3. After that I built a whole picture of the data and how to best provide the information to help (Marketing team, Customer service manager, some branch managers, business owner) who are the **Target audience** for me.

Second:

At this point, I've identified the KPIs that need to be considered decision makers.

- a. The churn rate should be under 20% to consider safe in this state.
measure
- b. The total loss should be under 20k to consider safe.
measure
- c. The total charge should be at least 200k to consider safe.

Measure



- d. The account length should be more 30 days to consider the customer as an old user

Column



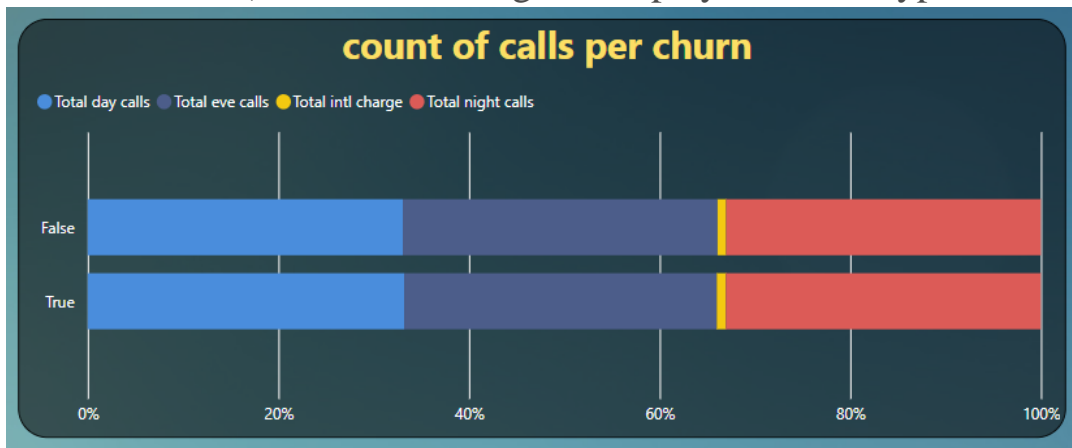
Third:

Here was the important part representing all the analysis and information as charts to facilitate understanding for the target audience.

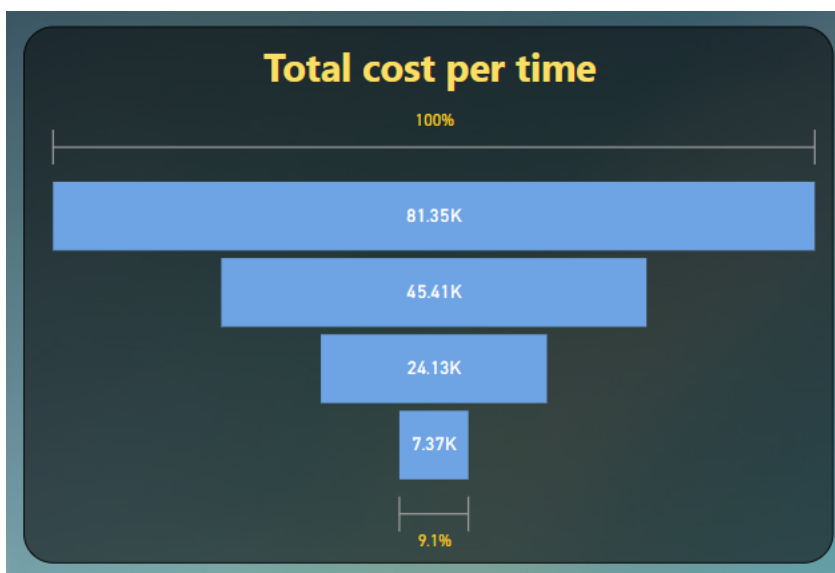
Here I used **power query** to check the duplicate and remove it ,search about null values whether it exists or not and create custom column

Using **DAX** to make some measures

- 1- It's a comparison between day, night, international and evening of the Count of calls (and also this diagram displays the both types of customers)



- 2- It's a comparison between day, night, international and evening of the total cost of calls

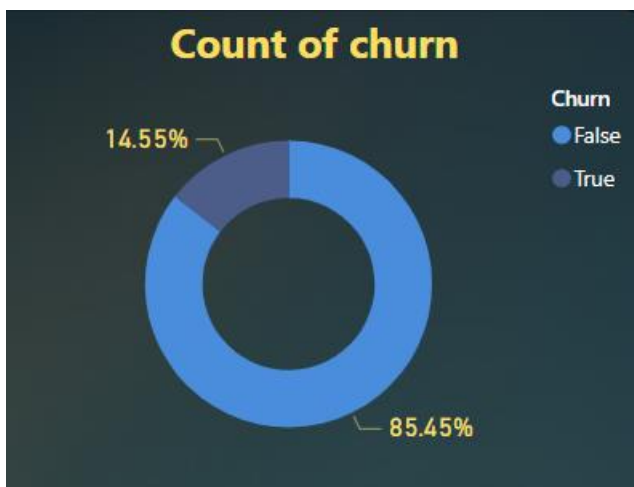


- 3- It's a comparison between day, night and evening of the average call minutes (and also this diagram displays the both types of customers)

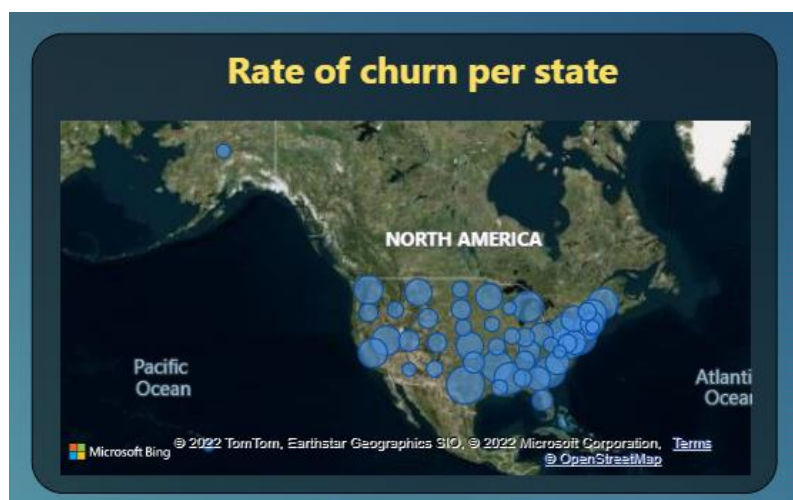
4 measure to calculate the average of call duration



- 4- And that represents the percentage of both who still with us and who left our service.



- 5- This diagram visualizes the churn rate at every state, represented by the bubble size.



- 6- These two diagrams are representing
- Who has International Plan and who's not.
 - Who has Voice mail plan and who's not.

