



Customer Churn Analysis Dashboard

(Power BI)



Project Overview

This project presents an end-to-end **Customer Churn Analysis Dashboard** built using **SQL + Power BI** to analyze customer retention, revenue impact, and behavioral risk indicators.

The objective was to design a scalable data model, implement advanced DAX measures, and deliver executive-ready insights to support churn reduction strategy and revenue protection.



Business Objectives

- ★ Measure overall **Churn Rate (%)**
 - ★ Identify **Revenue Impact from Churned Customers**
 - ★ Detect **High-Value Customers at Risk**
 - ★ Analyze **Churn Drivers** (Plan Type, Region, Tenure, Support Behavior)
 - ★ Build an interactive dashboard with tooltips and drill analysis
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Dataset Description

The dataset consists of the following tables:

Table	Description
<code>customers</code>	Customer demographic details
<code>subscriptions</code>	Plan type, start/end dates, churn flag

transactions	Revenue transactions per customer
support_tickets	Customer service interaction history

Data Model Design

The model follows a **clean star-schema-like structure**:



- ❖ `tab_customers` acts as the central dimension
- ❖ All fact tables are connected via `customer_id`
- ❖ Single-direction relationships (no ambiguity)
- ❖ No bidirectional filters

This prevents double counting and ensures clean filter propagation.

Key DAX Measures Implemented

Core KPIs

- ★ Total Customers
- ★ Churned Customers
- ★ Churn Rate %
- ★ Total Revenue
- ★ Revenue from Churned Customers
- ★ Revenue from Active Customers
- ★ Avg Tickets per Customer
- ★ Avg Customer Tenure (Days)

Advanced DAX Technique Used

Since churn status and revenue existed in separate fact tables, `TREATAS()` was used with `CALCULATETABLE()` to correctly propagate churn filters across the customer dimension for accurate revenue attribution.

Example:

```
Revenue from Churned Customers =  
CALCULATE(  
    [Total Revenue],  
    TREATAS(  
        CALCULATETABLE(  
            VALUES(tab_subscriptions[customer_id]),  
            tab_subscriptions[churn_flag] = 1  
        ),  
        tab_customers[customer_id]  
    )  
)
```

This ensured:

- ❖ No incorrect 50–50 revenue splits
 - ❖ Accurate churn-based revenue segmentation
 - ❖ No need for ambiguous model relationships
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Dashboard Pages

1 Executive Overview

- ❖ Total Customers
- ❖ Churn Rate %
- ❖ Revenue Impact
- ❖ Active vs Churned Comparison
- ❖ Executive Insight Summary

2 Churn Drivers Analysis

- ❖ Churn by Plan Type
- ❖ Churn by Region
- ❖ Tenure Distribution
- ❖ Support Behavior Impact

- ❖ Behavioral Risk Indicators

3 Revenue Impact & High-Value Risk

- ❖ Revenue Loss from Churn
 - ❖ High-Value Customer Risk Segments
 - ❖ Revenue Concentration Analysis
 - ❖ Risk-Based Insights
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Advanced UX Features

- ★ Report Page Tooltips (contextual churn insights)
 - ★ Navigation buttons (multi-page flow)
 - ★ Clean executive layout
 - ★ Insight text summaries per page
 - ★ KPI integrity validation & stress testing
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Key Business Insights

- ★ Churn rate aligns with behavioral risk signals.
 - ★ Churned customers contribute disproportionately to revenue.
 - ★ High-tier plan holders show elevated churn probability.
 - ★ Higher support ticket volume correlates with churn risk.
 - ★ Certain regions demonstrate concentrated churn clusters.
 - ★ High-value customers require a targeted retention strategy.
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Business Recommendations

- ★ Implement early-warning triggers for customers with increasing support frequency.
 - ★ Prioritize retention campaigns for high-tier plan subscribers.
 - ★ Introduce loyalty benefits for high-revenue customers approaching renewal.
 - ★ Monitor churn-prone regions with proactive outreach.
 - ★ Develop churn prediction scoring using behavioral signals.
 - ★ Align customer success teams with high-risk segments.
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KPI Integrity Validation

Before final export, the dashboard underwent:

- ★ Filter context stress testing
- ★ Churn filter propagation validation
- ★ SQL baseline reconciliation
- ★ Revenue aggregation verification
- ★ Cross-page consistency checks

All KPIs were validated and confirmed accurately.

Tools Used

- ★ SQL (Data Analysis & Validation)
 - ★ Power BI Desktop
 - ★ DAX (Advanced Filter Context Handling)
 - ★ Data Modeling (Star Schema Principles)
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Project Files

```
Customer-Churn-PowerBI/
|
├── data/
├── dashboard/
│   └── Customer_Churn_Analysis.pbix
|
├── report/
│   └── Customer_Churn_Analysis_Dashboard.pdf
|
├── template/
│   └── Customer_Churn_Analysis.pbit
|
└── README.md
```



Author

Anirudha Das

Aspiring Data Analyst / Business Intelligence Professional

📍 Bolpur, WB, India
