BUSINESS REQUIREMENT DOCUMENT

**Name of Project:** Customer Churn Analysis

**Project Sponsor:** Neverland Telecom

**Service owner:** Mr. John K Matthew (Sales Manager)

**Project Manager:** Mr. Ankit

**Necessary Systems:** Power BI

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| **BUSINESS REQUIREMENT** | | | |
| **SR NO.** | **DESCRIPTION** | **ACCEPTANCE CRITERIA** | **PRIORITY** |
| 1 | Churn risk associated with each customer. | Power BI dashboard categorizing customers based on the probability of their churn. Categories are: **Highly risky, risky, not risky, loyal** | High |
| 2 | Summarizing the profile of a churner compared to the entire database. | Power BI dashboard comparing the features like demographics, usage for churners and all customer | Medium |
| 3 | Major Churn Factors | Power BI dashboard displaying the most important factors resulting in churning along with the likelihood score. | High |
| 4 | Churning Customer Segment | Power BI dashboard depicting the most critical combination of factors which most likely leads to a customer churn along with its comparison with the overall churn percentage. | High |
| 5 | Interactive report for each customer displaying the necessary details. | Power BI dashboard showing all the details of a customer along with their risk tag and risk factor | High |