

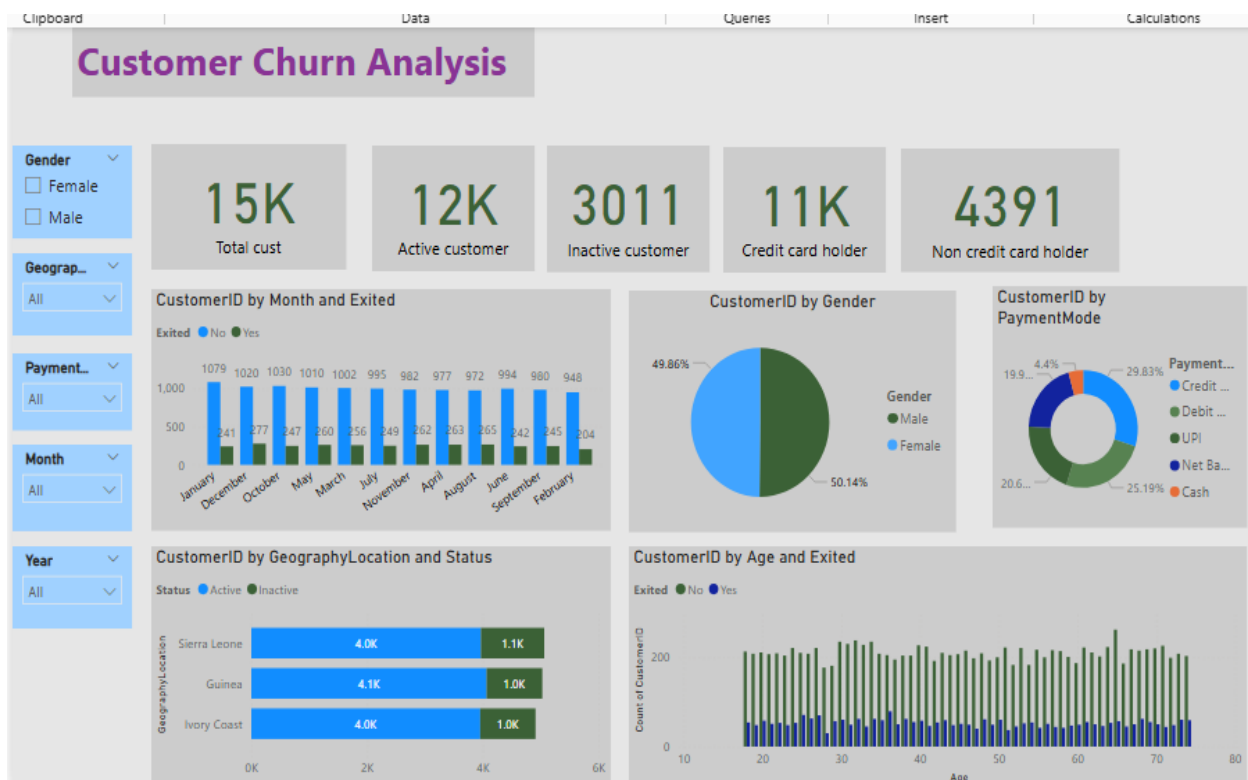
Customer Churn Analysis Dashboard (Power BI)

Project Overview

This project presents a detailed analysis of customer churn for a fictional bank using Power BI. The report highlights patterns of attrition across demographics, credit card ownership, payment modes, and geographical data. It equips stakeholders with actionable insights to design strategies for improving customer retention and loyalty.

Key Analytics and Insights Delivered by the Dashboard

The Power BI dashboard enables impactful analysis and visual exploration with the following key components:



KPI Highlights:

- **Total Customers:** Overview of the entire customer base.

- **Active vs Inactive Customers:** Clear segmentation of customer status.
- **Credit Card Holders vs Non-Holders:** Insights into credit card ownership trends.

Dynamic Filters and Slicers:

- Analyze customer churn by **gender, geographical region, payment mode, and time (month/year)**.
- Interactive slicers allow deep exploration of data for targeted insights.

Visual Analytics:

- **Monthly Exit Trends:** Track fluctuations in churn rates across different time periods.
- **Churn by Demographics:**
 - Explore churn behavior by location, gender, and payment preferences.
- **Age-Based Distribution:** Understand customer patterns based on age groups.

These elements enable decision-makers to filter, drill down, and uncover patterns critical to reducing customer attrition.

Conclusion

The Customer Churn Analysis Dashboard serves as an invaluable tool for identifying high-risk customer segments and understanding the drivers behind churn. By leveraging these insights, organizations can

create data-driven strategies to optimize retention and enhance customer satisfaction.