**Project Summary: Customer Churn Analysis (Power BI)**

**🧩 Objective**

To analyze customer churn behavior in a telecom company using the Telco Customer Churn dataset, identify key factors influencing churn, and recommend data-driven strategies to reduce customer loss.

**📊 Tools & Skills Used**

* **Power BI**: Data cleaning, data modeling, and interactive dashboard creation
* **DAX**: Calculated churn rate, revenue lost, and customer segment analysis
* **Business Analysis**: Insight generation and storytelling from churn patterns
* **Excel** (supportive checks), **Basic Python/SQL** (exploratory prep, optional)

**🧠 Key Insights**

* 🔴 Churn is **highest among month-to-month contracts**, especially those using **fiber optic internet** with **paperless billing**
* 👵 **Senior citizens without device protection or online security** are more likely to churn
* 💡 Churn rate **drops by over 50%** in **2-year contracts** when **online security and phone services** are enabled
* 📉 Estimated monthly revenue loss due to churn was calculated to guide retention offers

**📌 Outcomes**

* Built a **dynamic Power BI dashboard** showing churn rates by gender, contract type, internet service, and customer features
* Visualized **revenue lost**, customer segment behavior, and service adoption
* Generated actionable recommendations to **reduce churn** and **improve customer retention**

**📂 Deliverables**

* .pbix Power BI Dashboard File
* Visual Dashboard Preview (dashboard.png)
* Optional: PDF summary report or project presentation