**📊 Customer Revenue & Churn Analysis Dashboard**

**Overview**

This Power BI dashboard provides a comprehensive analysis of customer behavior, revenue trends, and churn patterns over time. The report is designed to help business stakeholders monitor key performance indicators (KPIs) including **Monthly Recurring Revenue (MRR), customer segmentation, retention rates, and customer lifetime value (LTV).**

The dataset includes historical transactions, customer churn status, and segmentation information, enabling a multi-dimensional understanding of the customer base.

**Key Insights and Visualizations**

**1️⃣ Revenue Performance Over Time**

* **Sum of MRR by Transaction Month**  
  The line chart shows the trend of Monthly Recurring Revenue from **2020 Q1 to 2021 Q1**. The revenue trend is relatively stable, demonstrating consistent billing cycles.

**2️⃣ Customer Signup and Churn Trends**

* **Total Customers by Signup Date and Churn Status**  
  This stacked bar chart tracks the number of customers acquired each month, split by **Active vs. Churned** status.
  + Earlier months show higher signup volume.
  + Gradual decline in signups is visible towards the end of the period.
  + A noticeable share of customers churned over time.

**3️⃣ Lifetime Value by Customer Segment**

* **LTV by Customer Segment**  
  A horizontal bar chart compares **SME** and **Enterprise** segments:
  + Enterprise customers have a higher average LTV, indicating higher revenue contribution per customer.
  + SMEs, while smaller in LTV, represent a significant portion of the base.

**4️⃣ Cohort Analysis**

* **Total Customers by Cohort Month**  
  This chart helps assess customer acquisition cohorts over time.
  + Early cohorts (2020) have higher volumes.
  + Later cohorts display declining new customer acquisition.

**5️⃣ ARPU (Average Revenue Per User) Over Time**

* **ARPU by Transaction Month**  
  The line chart illustrates a slight decline in ARPU from ~38 to ~30 over the period, signaling possible pricing pressure or churn of high-value customers.

**6️⃣ Churn Distribution**

* **Customer Count by Churn Status**  
  A donut chart visualizes:
  + **69% Active customers**
  + **31% Churned customers**  
    This highlights retention challenges and emphasizes the importance of churn reduction strategies.

**7️⃣ Retention & Churn Summary**

* **Retention and Churn Totals**  
  A 100% stacked bar shows:
  + 10,000 retained customers
  + 10,000 total customers
  + (-10,000) churned customers (for illustrative balance)  
    This visualization provides a clear snapshot of customer lifecycle distribution.

**8️⃣ Customer Segmentation Distribution**

* **Customer Count by Segment**  
  Another donut chart shows:
  + **41% SMEs**
  + **59% Enterprise customers**  
    This indicates a balanced focus across customer types.