The completed project, as detailed in the presentation, successfully aligns with the initial proposal's objectives. Focused on minimizing customer churn for a telecommunications company, the project utilized Tableau's visual dashboards for insight generation. Key steps included selecting and cleaning data, choosing chart types, and implementing these on Tableau, followed by user feedback and improvisation. The outcomes included detailed dashboards providing insights such as churn rates, reasons for customer churn, geographical churn distribution, and churn rates by age and contract type. This approach demonstrates the project's adherence to its original goals and proposed methods.

Comparison

- Overview and Reasons for Churn: Both the proposal and the completed project included visualizations of the primary reasons for churn and a geographical map of churn by state.
- Demographic Analysis: The age distribution and churn rates were visualized as planned. However, the gender impact on churn rate, proposed as a pie chart, is not explicitly mentioned in the completed project.
- Contract and Payment Types Analysis: The completed project included scatter plots and group-wise analyses for contract and payment types, aligning with the proposal.
- Data Processing and Visualization Steps: The steps outlined in the proposal (data cleaning, analysis, and visualization in Tableau) were followed in the project.

README File

Dashboards:

Dashboard 1: Reasons for Customer Churn and Geographical Map

- Description: This dashboard illustrates the primary reasons customers leave, categorized into factors like competitor attributes, pricing, etc. It also presents the churn rate distribution across different states.
- Visualization: Pie chart, horizontal bar plot and geographical map.

Dashboard 2: Demographics Analysis

- Description: Analyzes the age distribution of customers and their corresponding churn rates.
- Visualization: Dual-axis chart representing different age bins and churn rates.

Dashboard 3: Contract and Payment Type Analysis

- Description: Examines the relationship between contract types, payment methods, and churn rates.
- Visualization: Scatter plots and group-wise analysis.

How to Use:

Access: The dashboards are accessible via Tableau. Ensure you have Tableau Viewer or Tableau Desktop installed.

Interaction: Users can interact with the dashboards to filter and drill down into specific data points.

Navigation: Use the tabs at the top of each dashboard to switch between different visualizations.

Requirements:

- Tableau Desktop or Viewer