


Part 1: Interactive Data Dashboard

A. [Executive Dashboard Link](#)



1. Datasets (copy provided)

- churn_clean.csv provided by Western Governors State University
- WA_Fn-UseC_-Telco-Customer-Churn.xlsx downloaded from Kaggle [here](#)

2. Installation

- a. To access the dashboard in browser, click on this link: [Executive Dashboard Link](#)
- b. To download to local computer, click on [Executive Dashboard Link](#) to open dashboard in browser. In the upper right corner of the screen, click on the  load button. Open the dashboard using your Tableau reader.

3. Instructions for navigating the Executive Dashboard.

- **Filter by Churn** menu (churn or stay) for Company and Competitor (upper right of the dashboard)
 - Choose how to filter
 - To view by Churned costumers, select 
 - To view by Stay costumers, select 
 - Use these to filter the Key Performance Indicators, Contract Lengths, and Monthly Charges.
 - Double click on the filter to unselect it.
- **Filter by State** (Only affects Company data) – dropdown menu and map
 - Filter by Map
 - Click on desired state in the map.
 - To select more than one state, hold shift while selecting different states.
 - To reset selection, double click on highlighted state.
 - Filter by Dropdown Menu – above the map
 - Click on All to deselect
 - Click on the desired state or states
 - List is searchable – type state into the search box in the dropdown menu
 - State selection only affects the Company's Key Performance Indicators, Contract Lengths, and Monthly Charges.