

CUSTOMER CHURN

ANALYSIS DASHBOARD USING EXCEL

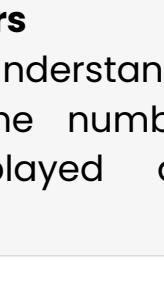


BY FASYA NABILA SALIM

PROJECT OVERVIEW

This project focuses on analyzing customer churn using Excel. The objective is to identify key factors that contribute to customer churn, including demographics, service usage, pricing, competitors, and geographic patterns.

Using PivotTables, calculated fields, and data visualization, this project transforms raw customer data into actionable business insights presented through an interactive dashboard.



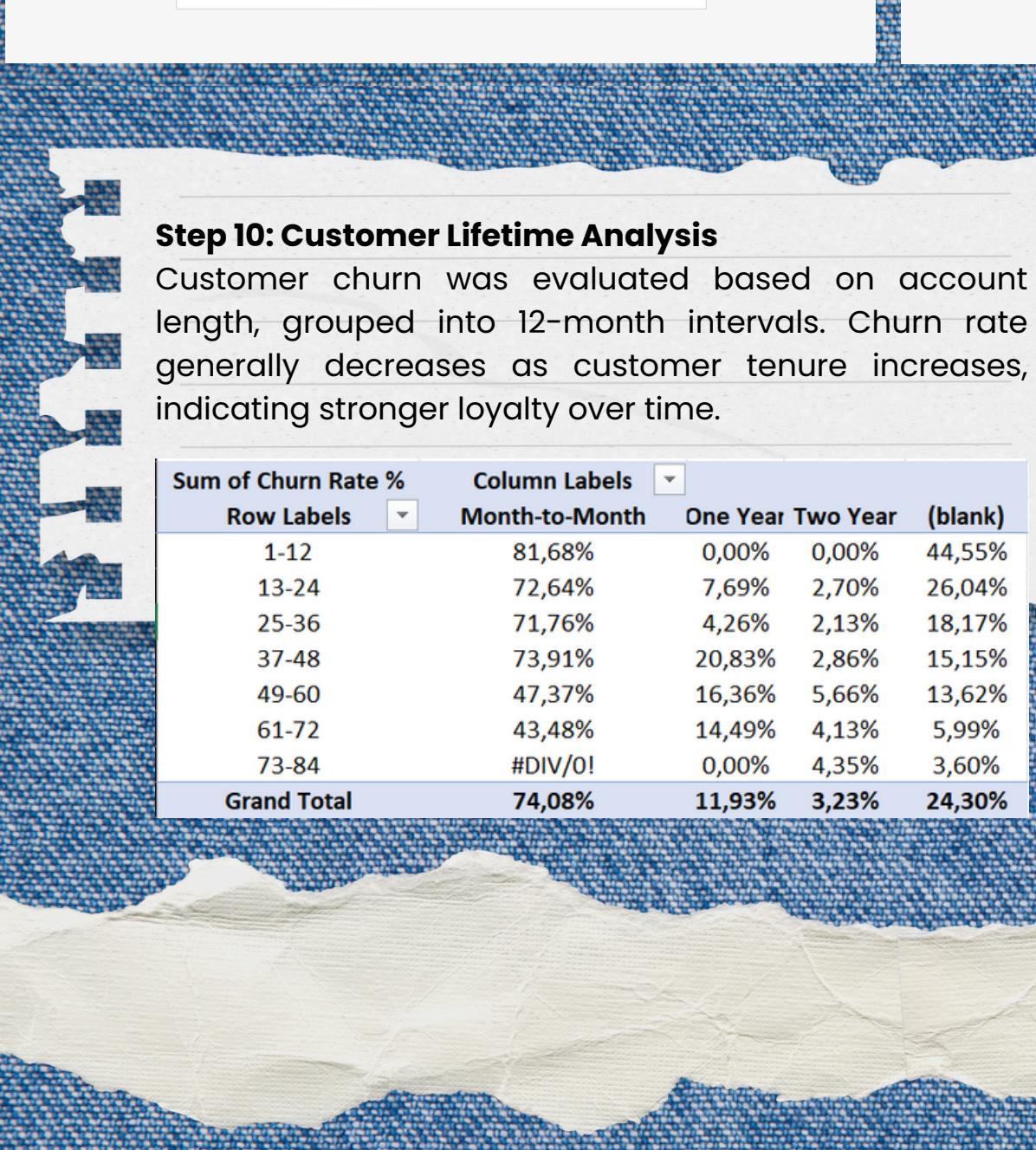
PROJECT OBJECTIVES

The main objectives of this project are:

- To calculate overall customer churn rate
- To identify the most common reasons for customer churn
- To analyze churn patterns across demographics, age groups, and states
- To examine the impact of pricing, data consumption, and service plans on churn
- To design a clear and insightful Excel dashboard for decision-making

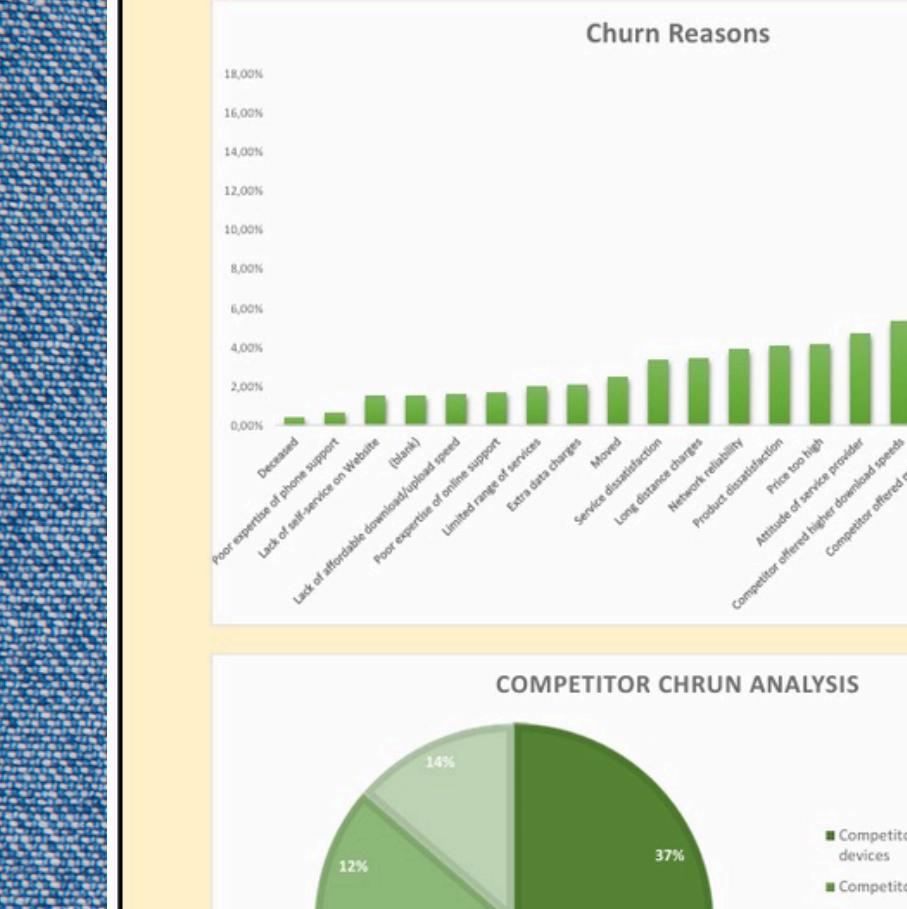
DATASET OVERVIEW

The dataset contains customer-level information related to demographics, service plans, usage behavior, and billing details. Each row represents a unique customer.



Step 5: Identifying Top Churn Drivers

Churn reasons were analyzed to understand why customers leave the service. The number of churned customers was displayed as a percentage of the grand total.



Since competitor-related churn showed the highest impact, the analysis was filtered to focus only on this category. The results highlight factors such as better offers, devices, and data benefits from competitors.



Step 6: Creating Demographic Groups

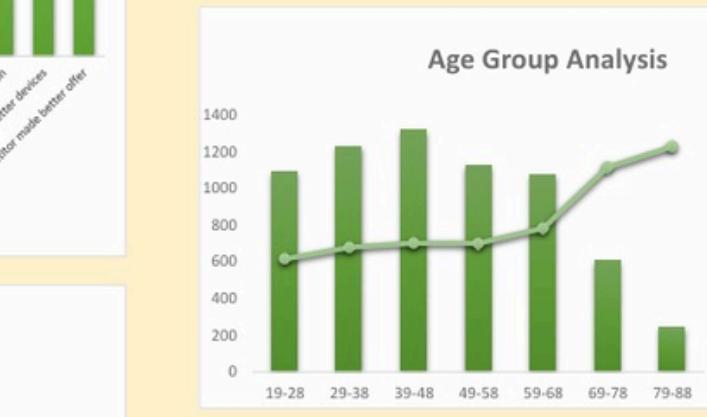
Customers were grouped into simplified demographic categories such as :

Demographic	Under 30	Senior	Other
Under 30	0	1	0
Other	0	1	0
Under 30	0	1	0
Under 30	0	1	0
Under 30	0	1	0
Under 30	0	1	0

Use this formula :
 $=IF([@Under 30] = "Yes", "Under 30", IF([@Senior] = "Yes", "Senior", "Other"))$

Step 7: Age Group Churn Behavior

Customers were grouped into 10-year age intervals to analyze churn rate trends across different life stages.



Churn rate increases significantly among older age groups despite a lower customer count.

Step 8: Unlimited Plan & Data Usage

The analysis revealed that customers on unlimited data plans exhibit higher churn rates. To investigate further, average monthly data consumption was grouped into:

Grouped Consumption	Less than 5 GB	Between 5 and 10 GB	10 or more GB
Less than 5 GB	34.55%	33.33%	33.33%
Between 5 and 10 GB	33.33%	33.33%	33.33%

Use this formula :
 $=IF([@Avg Monthly GB]<5, "Less than 5 GB", IF(AND([@Avg Monthly GB]=5, [@Avg Monthly GB]<10), "Between 5 and 10 GB", "10 or more GB"))$

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