**Project Overview:**

Customer Churn dataset contains the data of more than 7,000 customer of a telecommunication provider. The dynamic Customer Churn Dashboard provides a real time insight into subscription services of the customers that are no longer availing the services of the company.

As a data visualization expert, I designed this tool to help the business understand customer behavior and make informed decisions.

Key features of this dashboard include:

KPIs Overview:

* Total Customers
* Total Churned Customers
* Monthly and Yearly Revenue Lost with Churned Customers

Customer Demographics:

* Pie Chart showing gender distribution among the churned customers.

Subscription Insights:

* Bar graph displaying subscription tenure (duration) of the churned customers.
* Different cards displaying the subscribed services by the churned customers.

Data Transformation:

I had to create 2 new columns as required for the visualization. These columns and their purpose are as following:

1. Tenure Year

I have created this column by dividing the number of months with 12 every customer had been with the company.

1. Tenure Yearly

This is a conditional column that indicates for how long the customer was with the company.

E.g. <1 Year. <2 Year and etc

DAX:

I had to create some measures using DAX.

These are as follows:

* % of Dependents = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[Dependents]), '01 Churn-Dataset'[Churn] = "Yes", '01 Churn-Dataset'[Dependents]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* % of Senior Citizens = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[SeniorCitizen]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[SeniorCitizen]= 1), CALCULATE(CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn]= "Yes")))
* Device Protection = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[DeviceProtection]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[DeviceProtection]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Online Backup = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[OnlineBackup]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[OnlineBackup]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Online Security = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[OnlineSecurity]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[OnlineSecurity]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Partners = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[Partner]), '01 Churn-Dataset'[Churn] = "Yes", '01 Churn-Dataset'[Partner]="Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Phone Services = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[PhoneService]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[PhoneService]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Streaming Movies = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[StreamingMovies]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[StreamingMovies]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Streaming TV = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[StreamingTV]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[StreamingTV]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Tech Support = DIVIDE(CALCULATE(COUNT('01 Churn-Dataset'[TechSupport]), '01 Churn-Dataset'[Churn]= "Yes", '01 Churn-Dataset'[TechSupport]= "Yes"), CALCULATE(COUNT('01 Churn-Dataset'[customerID]), '01 Churn-Dataset'[Churn] = "Yes"))
* Tenure Year = '01 Churn-Dataset'[tenure] / 12
* Total Customers = COUNTA('01 Churn-Dataset'[customerID] )

