



# Forage Virtual Internship

## PWC Churn Analysis Power BI Dashboard

# Data Introduction



The dataset provided is a **telecommunications customer churn dataset** containing customer demographics, service details (tenure, internet, phone, extra services), contract/billing info (contract, payment, charges), support tickets, and the final churn status.

A screenshot of the Microsoft Power BI Data Editor interface. The title bar reads "Customer Churn Analysis - Last saved: 3/8/2025 at 1:04 PM". The ribbon menu is visible with tabs for Home, Help, and Table tools. The Table tools tab is selected, showing various icons for data management like Get data, Transform data, Manage relationships, and Publish. The main area displays a table with 1032 rows of data. The columns are: customerID, gender, SeniorCitizen, Partner, Dependents, tenure, PhoneService, MultipleLines, InternetService, OnlineSecurity, OnlineBackup, DeviceProtection, and TechSupport. The data shows various combinations of these variables, such as Male, Female, Yes, No, and different service types like DSL and Fiber optic.

# Dashboard Objective

The objective of this dashboard is to **monitor and analyze customer churn** by providing detailed insights into customer profiles, contract and billing information, service usage, and support ticket activity. It is designed to help businesses understand churn behavior, measure financial impact, and develop data-driven strategies to enhance customer retention.

# Dashboard Overview

A mockup of a dashboard titled "Customer Churn Analysis". On the left, a blue sidebar contains a "MENU" button and three other buttons: "Customer Demographic", "Accounts Details", and "Customer Subscriptions". The main area features a background illustration of a city skyline with several people walking and a man holding a magnifying glass over one of the figures. At the bottom, there's a footer bar with the title "Customer Churn Analysis" and a LinkedIn profile for "Steven Graciano Immanuel". The PwC logo is in the top right corner of the main area.

**MENU**

**Customer Demographic**

**Accounts Details**

**Customer Subscriptions**

**Customer Churn Analysis**

Steven Graciano Immanuel

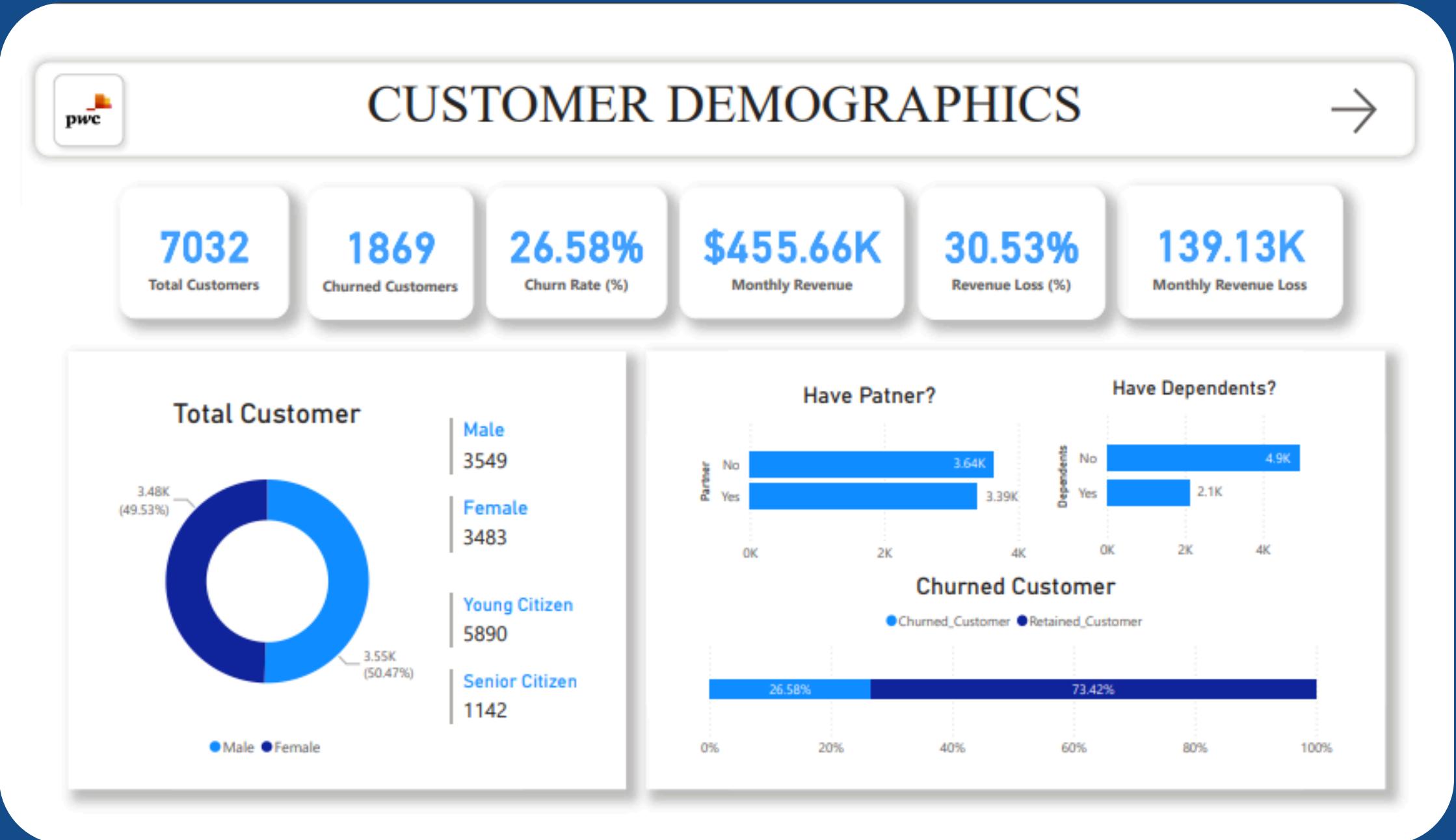
## Customer Churn Analysis Dashboard

Explore customer behavior through three main sections:

- Customer Demographic
- Account Details
- Customer Subscriptions

Navigate easily to uncover key insights about churn patterns and customer retention strategies.

# Dashboard Overview

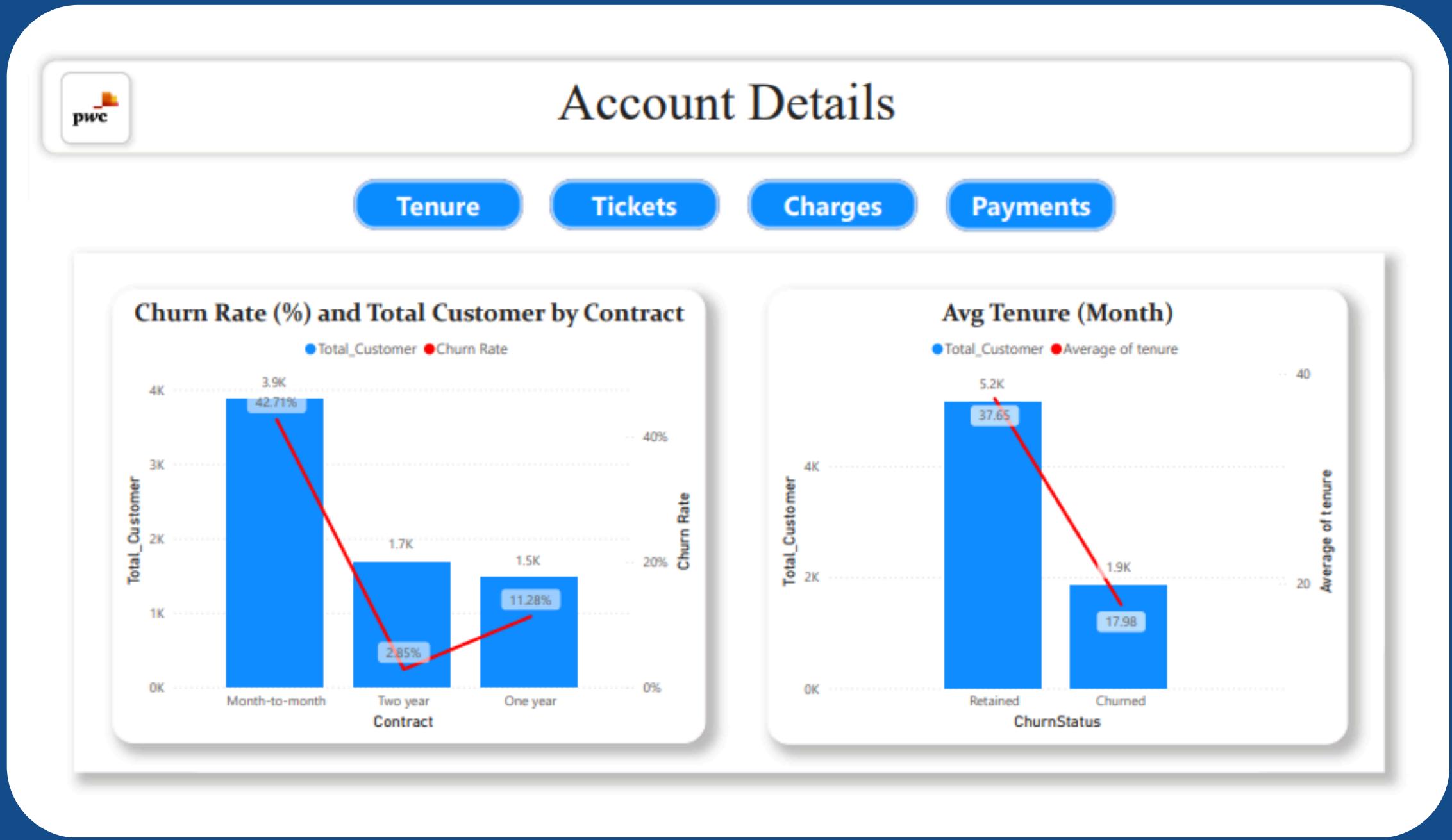


## Customer Demographics Section

- A comprehensive view of churn metrics
- Total number of customers
- Churn rate analysis
- Monthly revenue and revenue loss monitoring
- Customer segmentation by gender and age
- Understanding customer profiles by analyzing churned vs retained customers based on
  - Gender
  - Partnership status
  - Dependent status

*Revealing key demographic patterns that influence churn behavior*

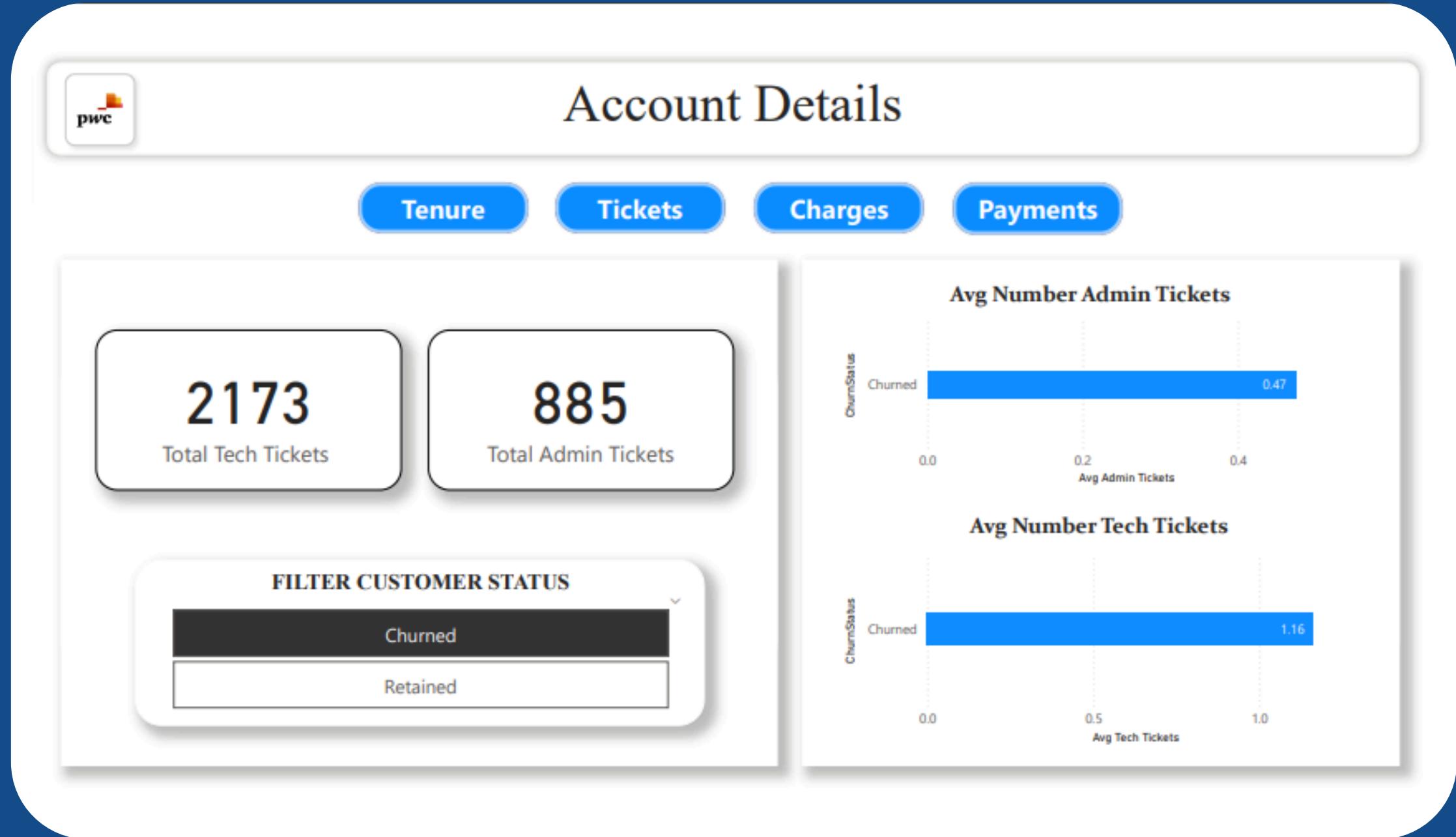
# Dashboard Overview



## Account Details : Contract & Tenure Impact

- Contract & Tenure Impact
- Analyzes the relationship between contract types and customer tenure
- Customers with shorter contracts have higher churn rates
- Month-to-month contract holders are the most likely to churn
- Longer contracts are associated with better customer retention

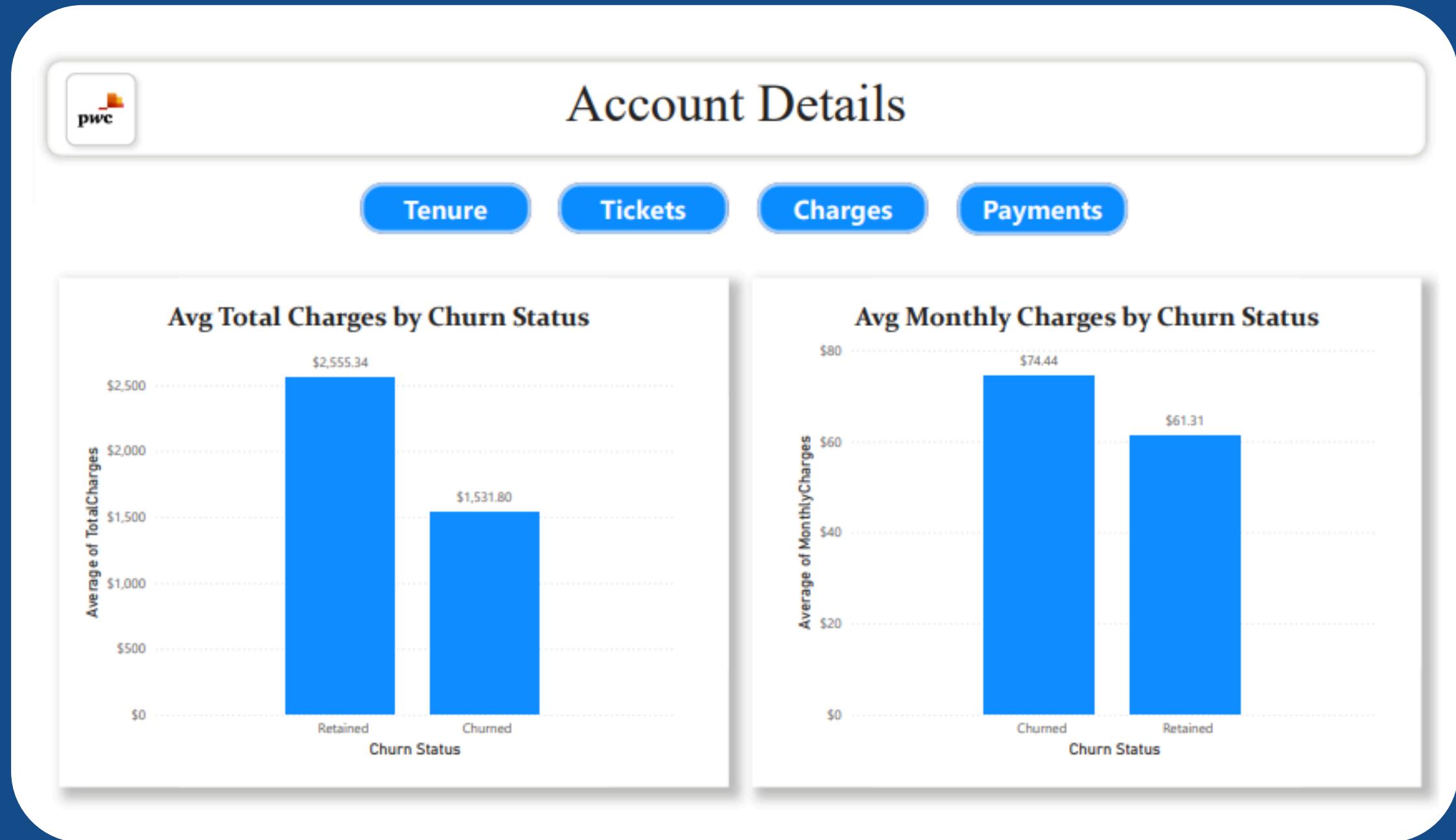
# Dashboard Overview



## Account Details : Support Tickets

- Examines support activity between churned and retained customers
- Churned customers generate more technical, But retained Customer have more admin tickets
- Indicates a possible connection between service issues and churn
- Highlights the importance of effective customer support

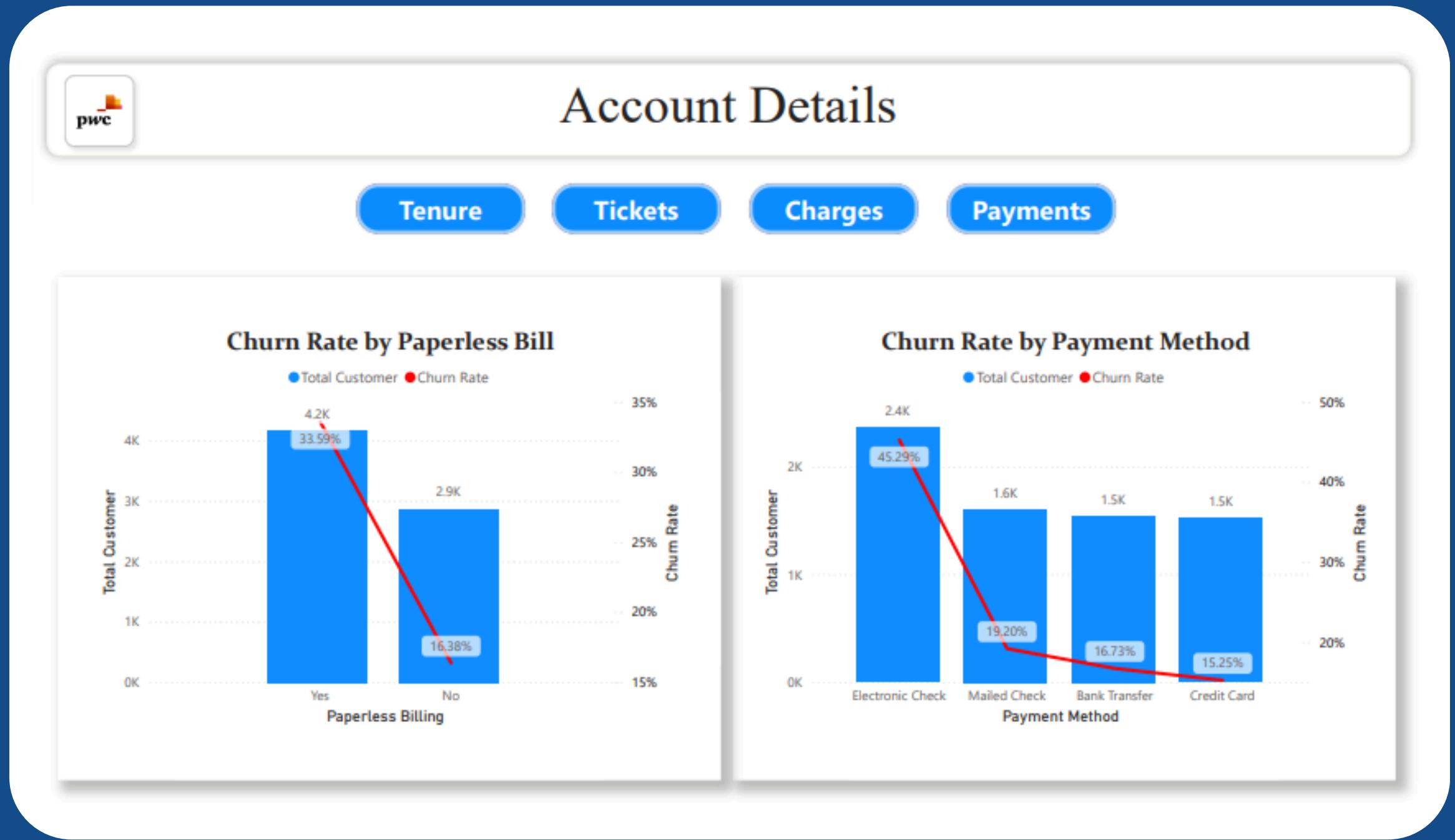
# Dashboard Overview



## Account Details : Charges & Payments

- Compares billing behavior of churned vs retained customers
- Churned customers have higher monthly charges on average
- Their total charges tend to be lower, possibly due to shorter retention periods
- Suggests potential billing-related dissatisfaction

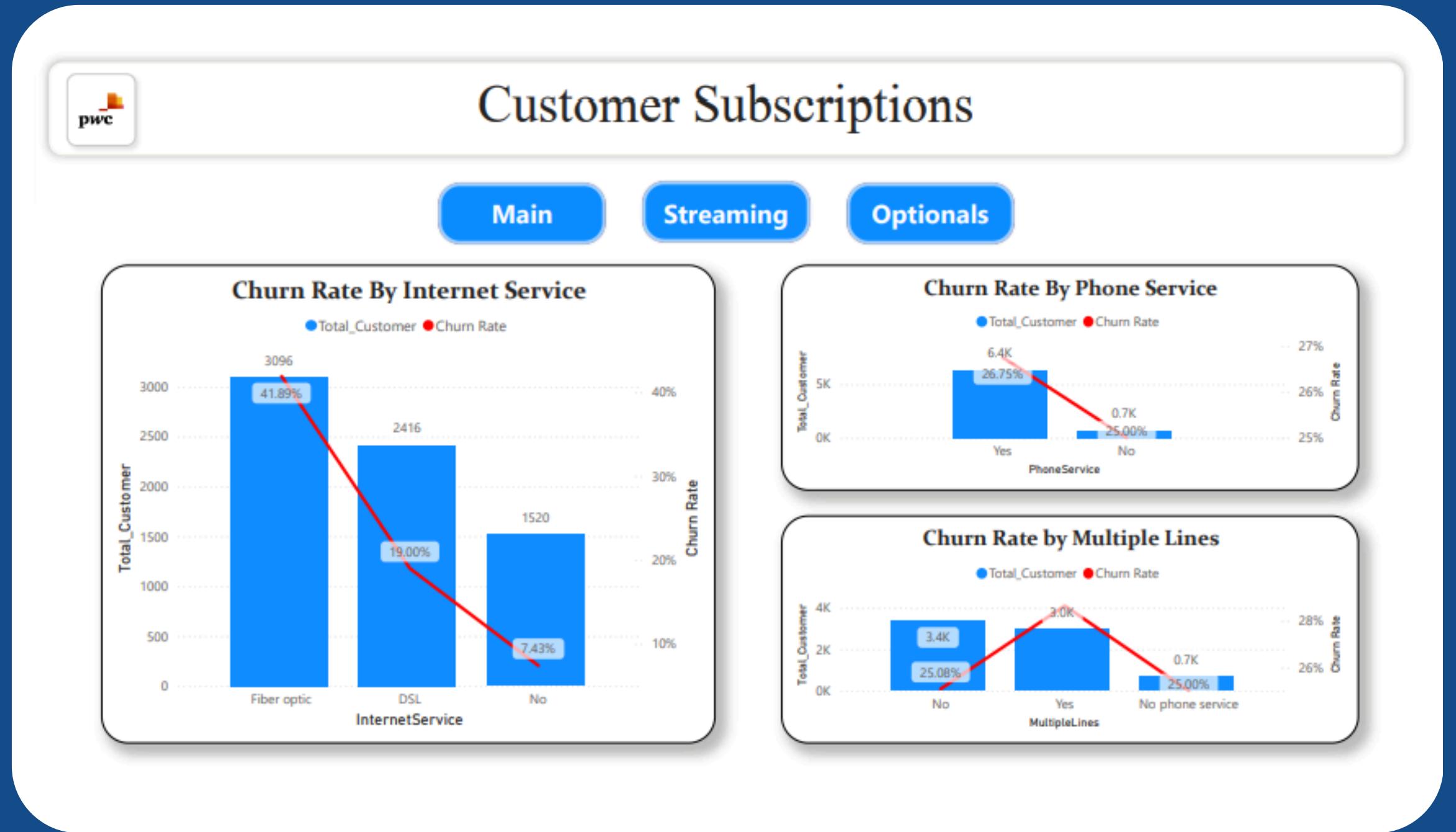
# Dashboard Overview



## Account Details : Payment Method & Paperless Billing

- Looks at churn patterns based on payment preferences
- Electronic check users show the highest churn rates
- Customers using paperless billing are more likely to churn
- Certain payment methods may indicate customer risk profiles

# Dashboard Overview



## Customer Subscriptions : Internet, Phone & Multiple Lines

- Analyzes churn based on types of services used
- Fiber optic users show significantly higher churn rates than DSL users
- Minimal differences found in churn rates between phone and multiple line usage
- Service type may influence customer satisfaction and loyalty

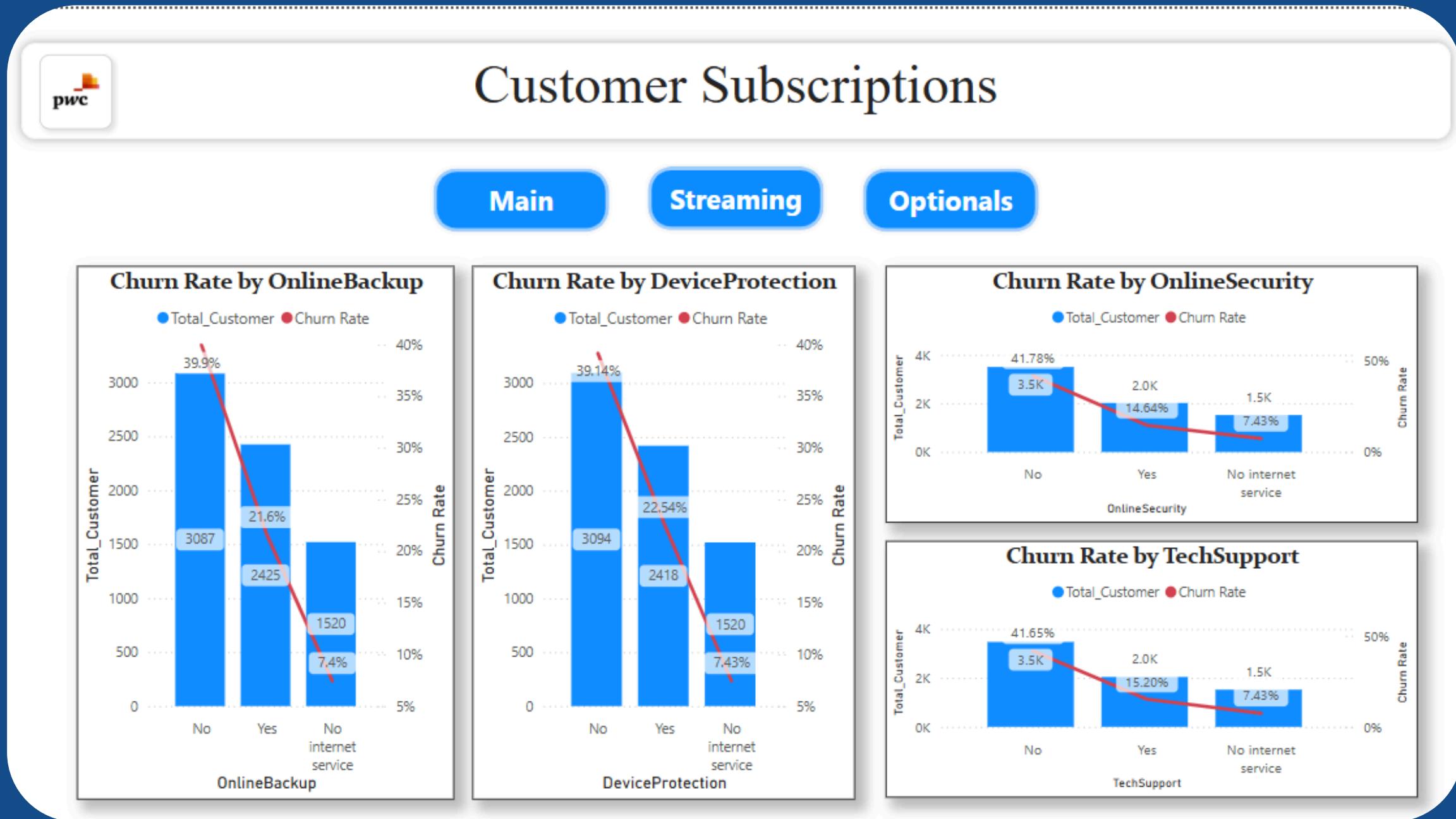
# Dashboard Overview



## Customer Subscriptions : Streaming Services

- Evaluating churn patterns based on streaming service usage
- Streaming TV and Movie users tend to churn less

# Dashboard Overview



## Customer Subscriptions : Backup and Service

- Churn rates are significantly higher for customers without backup services.
- Customers lacking device protection experience higher churn.
- The absence of online security leads to notably higher churn rates.
- Lack of tech support correlates with increased churn.

Curious? 🤔  
Check out the  
Power BI file at  
the Github! ➡

The screenshot shows a GitHub repository page for 'Forage-PWC-Data-Analytics'. The repository is public and has 1 branch and 0 tags. The main branch contains 2 commits from 'imanuelsteven' made 33 minutes ago. The commits are: 'First Push' for 'Call Center', 'Customer Retention', and 'HR'; and 'Initial commit' for '.gitattributes' and 'README.md'. The README file content is displayed below the commit list.

File/Folder	Commit Message	Time Ago
Call Center	First Push	33 minutes ago
Customer Retention	First Push	33 minutes ago
HR	First Push	33 minutes ago
.gitattributes	Initial commit	35 minutes ago
README.md	Initial commit	35 minutes ago

**Forage PWC Data Analytics**  
PWC Data Analytics Virtual Internship by theforage.com

**About**

PWC Data Analytics Virtual Internship by theforage.com

- Readme
- Activity
- 0 stars
- 1 watching
- 0 forks

**Releases**

No releases published

[Create a new release](#)

**Packages**

No packages published

[Publish your first package](#)