**Use Case Name**: View and Analyze Customer Churn Risk

**Primary Actor**: Marketing Analyst, Data Analyst, Manager

**Use Case Story**:

This use case enables the Marketing Analyst or Data Analyst to view real-time churn risk scores and customer insights. The system provides predictive analytics on customer behavior, allowing for proactive engagement strategies to reduce churn.

**Trigger**:

User clicks the ‘View Churn Dashboard’ hyperlink in the BI system.

**Pre-Condition**:

The user is logged into the system with appropriate permissions.

**Post-Condition**:

The system displays the churn risk dashboard with customer data and engagement insights.

**Primary Flow:**

**Title:** User views the churn risk dashboard and takes action based on insights.

| **Actor Action** | **System Response** |
| --- | --- |
| User clicks ‘View Churn Dashboard’. | System displays the real-time churn dashboard with KPIs and customer data. |
| User selects a customer segment from the filter options. | System updates the dashboard to display filtered churn data for the selected segment. |
| User clicks on a customer’s churn risk score. | System displays detailed insights on customer behavior, engagement history, and churn risk factors. |
| User clicks ‘Download Report’. | System generates and downloads a report with churn data in PDF format. |
| User clicks ‘Engagement Suggestions’. | System provides recommended actions to retain high-risk customers. |

**Alternate Flow 1 (AF1)**: No Data Available

**Title**: No data available for selected filters.

| **Actor Action** | **System Response** |
| --- | --- |
| User clicks ‘Download Report’. | System encounters an error during report generation. |
| System displays error message: “Report generation failed. Please try again.” | User clicks ‘Retry’ or ‘Cancel’. |

**Exception Flow 1 (EF1):** Unauthorized Access

**Title:** Access denied due to insufficient permissions.

| **Actor Action** | **System Response** |
| --- | --- |
| User without access clicks ‘View Churn Dashboard’. | System displays error message: “Access denied. Please contact admin for permissions.” |
| User clicks ‘OK’. | System closes the message and returns to home screen. |

### **Exception Flow 2 (EF2): System Unavailable**

### **Title:** System downtime.

| **Actor Action** | **System Reponse** |
| --- | --- |
| User tries to access the dashboard during maintenance. | System displays message: “System under maintenance. Please try later.” |
| User clicks ‘OK’. | System closes the message and logs out the user. |

**Wireframe Overview:**

**Wireframe 1: Dashboard Access**

| **Field Name** | **Field Type** | **Required?** | **Min. Char** | **Max Char** | **Notes** |
| --- | --- | --- | --- | --- | --- |
| View Churn Dashboard | Hyperlink | No | N/A | N/A | Navigates to the churn dashboard. |

**Wireframe 2: Dashboard Filters**

| **Field Name** | **Field Type** | **Data Type** | **Required?** | **Min. Char** | **Max. Char** | **Notes** |
| --- | --- | --- | --- | --- | --- | --- |
| Customer Segment | Dropdown | Alphanumeric | Yes | N/A | N/A | Filters dashboard data by segment. |
| Date Range | Text Book | Date | No | 8 | 10 |  |
|  |  |  |  |  |  |  |
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