Project Report(AIFLOW)

I chose to analyze customer churn for a fintech SaaS company - basically figuring out why 7.2% of their subscribers cancel every month and how to fix it. Used real-looking data (Imported from Kaggle) with 10,000+ rows across subscriptions, account details, churn events, and support tickets.

How it went week by week:

Week 1 (Use Case):

Started with the business problem: losing paying customers hurts revenue. Came up with 10+ questions like "Do high-priority accounts churn more?" and "Does support ticket volume predict cancellations?" Defined 8 KPIs. Submitted the use case proposal on time.

Week 2 (ETL Pipeline)

Used Python in Jupyter. Cleaned messy CSV files - fixed dates, removed duplicates, handled missing values. Created clean fact + dimension tables. Made `AIflow_week2.ipynb` and `Data_Dictionary.pdf`.

Week 3 (Data Model + Dashboard)

Built proper star schema in Power BI: `fact_subscriptions` connected to 3 dimension tables. Created 3 DAX measures:

- Churn Rate (shows cancellation %)
- Active Subscriptions (paying customers now)
- Support per Account (tickets/customer)

Made 3 dashboard pages:

1. Executive Summary - KPIs + slicers everyone loves
2. Deep Dive - Tables showing priority/country patterns
3. Forecast - Q1 2026 prediction line (fancy!)

What I discovered:

- High-priority accounts churn 2x faster
- More support tickets = higher churn risk
- Next quarter looks rough for response times