

I have created four separate dashboard namely

- Summary
- Customer Details
- Churn Reasons
- Ask a question

These dashboard together form the Customer Churn Analysis Report.

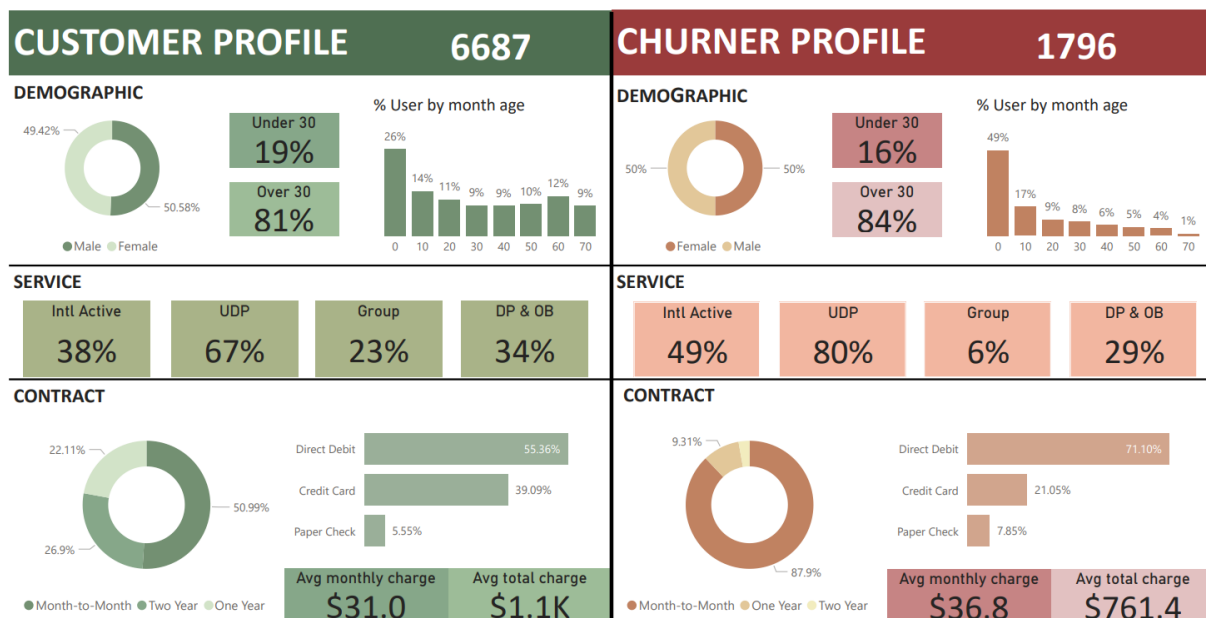
1. Summary

The Summary dashboard contains the visuals showing the relationship of all the acquired user data with its effect on churning. Here, I perform the actual exploratory data analysis to get an idea of some peculiar features of a churner when compared with the entire subscriber base.

I have created a subdivision in our dashboard comparing certain characteristics of churners and all the subscribers. I have performed univariate and bivariate analysis to extract the insights from the subscriber data. The salient features of the dashboard are:

Demographic comparison of all subscribers and churners are made like Gender division of all subscriber and churner, Senior citizen categorization, Partner categorization as well as the tenure of a subscriber and churner with the organization using Donut Chart and Bar chart.

CUSTOMER CHURN ANALYSIS

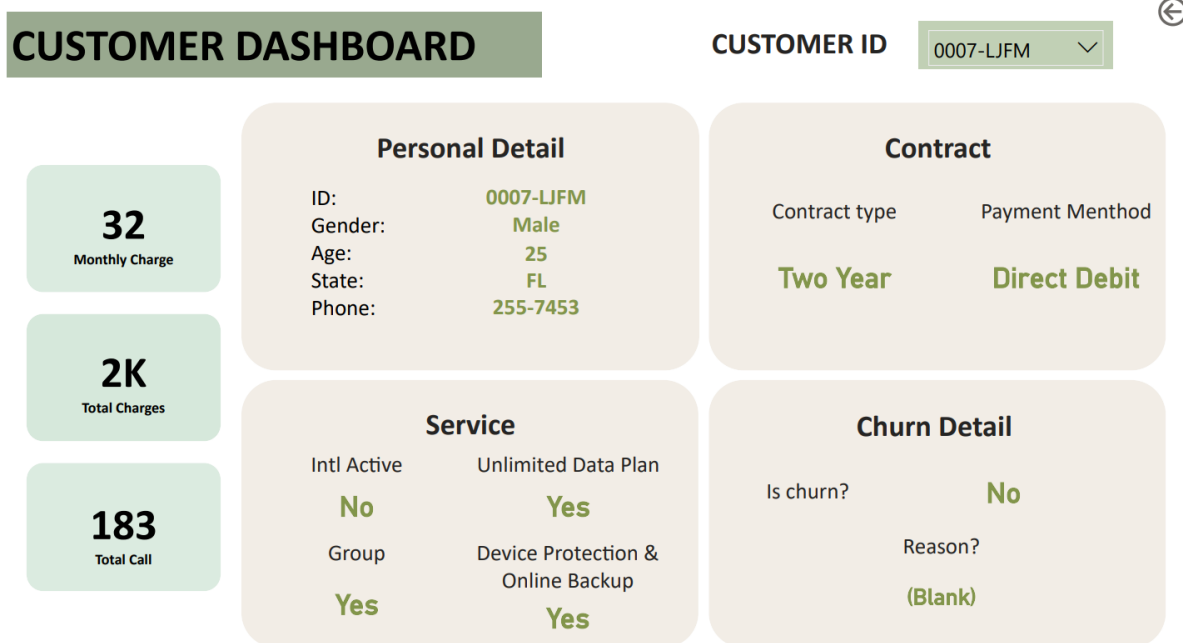


Churn Summary Dashboard.

2. Customer Details

The Customer Details dashboard acts as a Customer Profile portal with all the necessary details of the customer like:

- Personal Details: ID, name, gender and age
- Phone Service Details: Device Protection, Online security, Internet Service etc
- Contract details: Contract type and payment method
- Other details: Senior Citizen check and tenure in the company

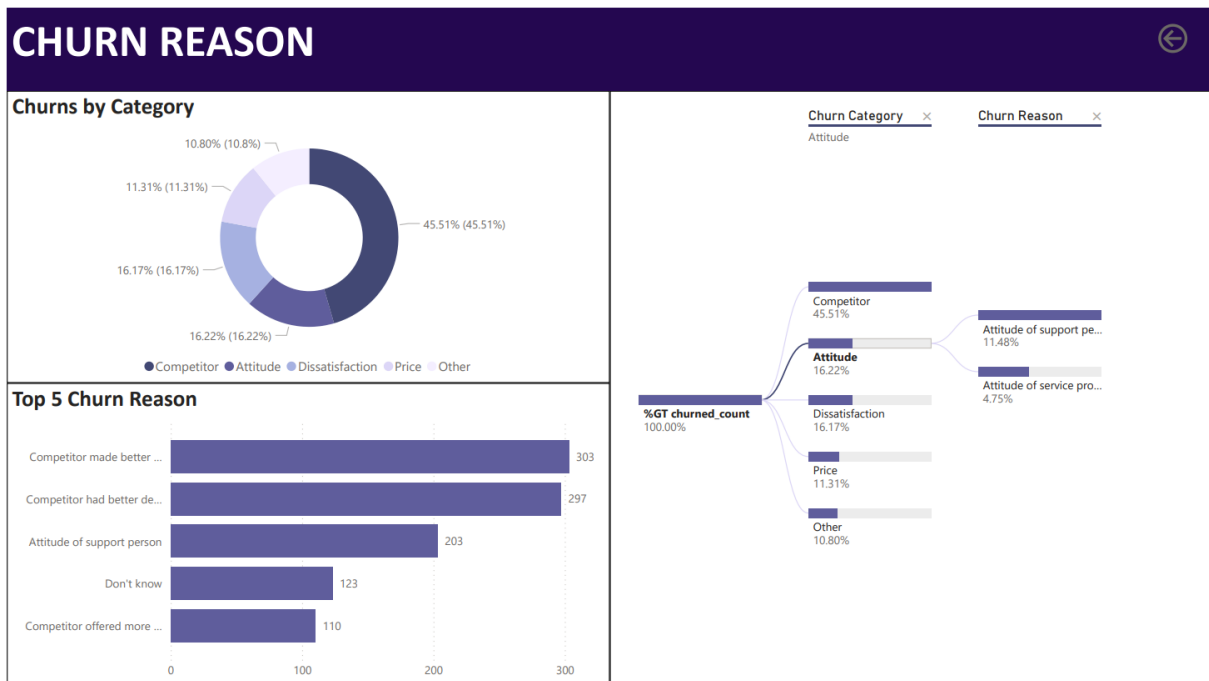


Customer Details.

The visual gives a perfect snapshot of the customer details with filters based on ID. This will be very useful for an Incident Management team as well as service evaluation teams.

3. Churn Reason

The Churn Reason dashboard contains the categories of a churner and the revenue details associated with them. This dashboard satisfies the client's demands of categorizing churners based on their likelihood of churn. I have created a custom category based on the churn probabilities of each customer.

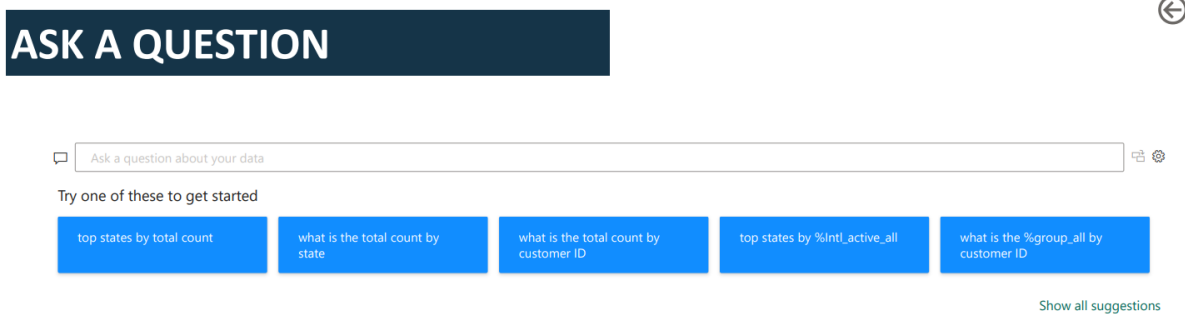


Churn Reason.

These are very important and business-driving insights that help the client to focus on the most critical subscriber base and also develop strategies to minimize their at-risk revenue.

4. Ask a question

The 'Ask a question' visual comes in handy during a business evaluation meeting or a strategy development meeting. This visual gives the details of the churner based on any independent data field involving any number of calculations.



Ask a Question visual.

Since not every visual can be depicted in a limited-size dashboard, the 'Ask a question' visual develops the necessary graph as and when it is needed.