Microsoft | Power BI

Analyzing Customer Churn in Power BI
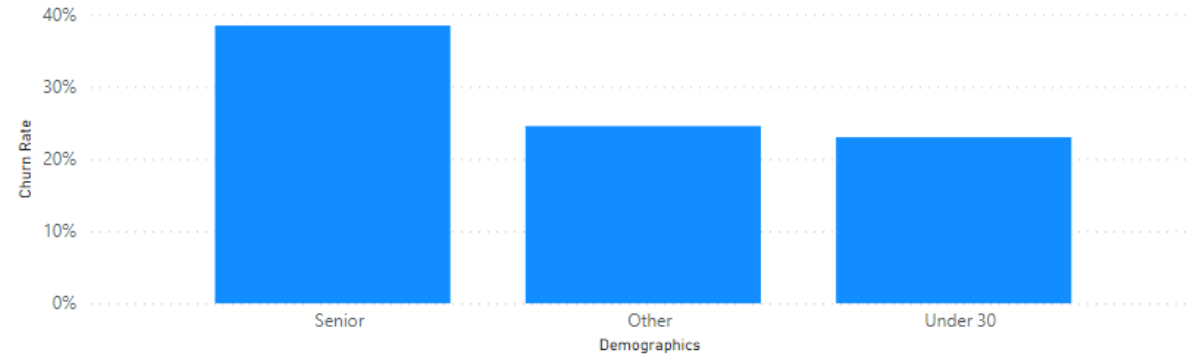
View in Power BI
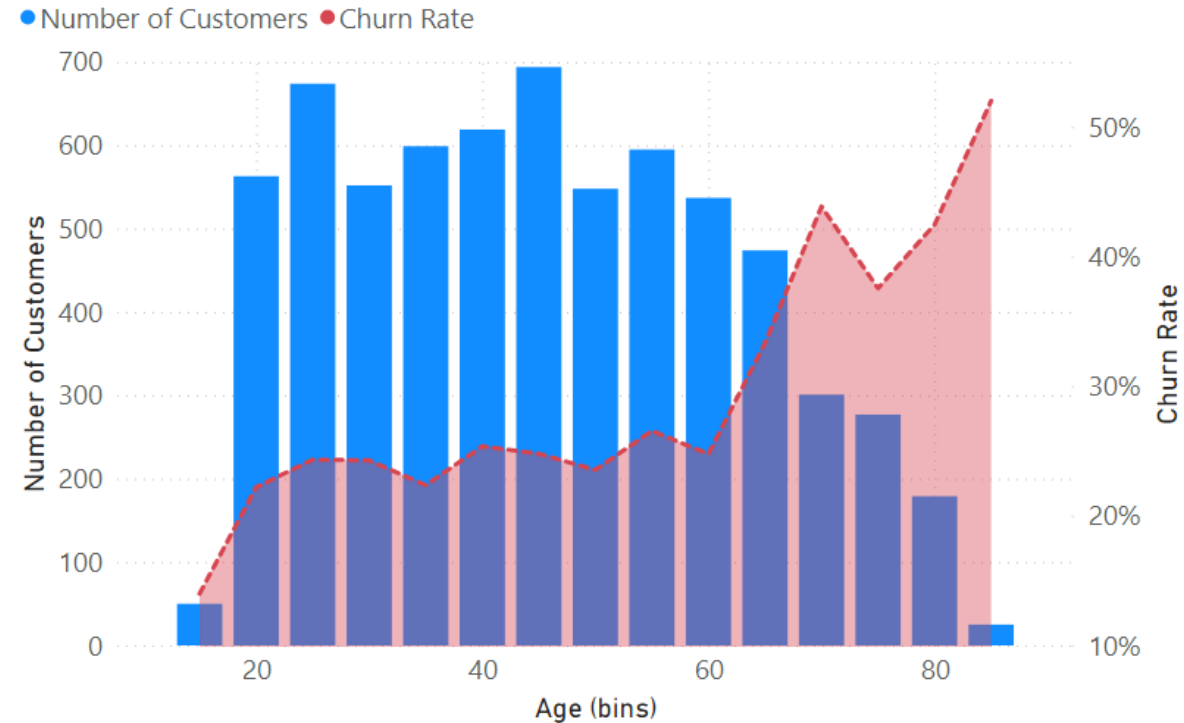
26.86%
Churn Rate

1796
Sum of Churned

6687
Count of Customer ID
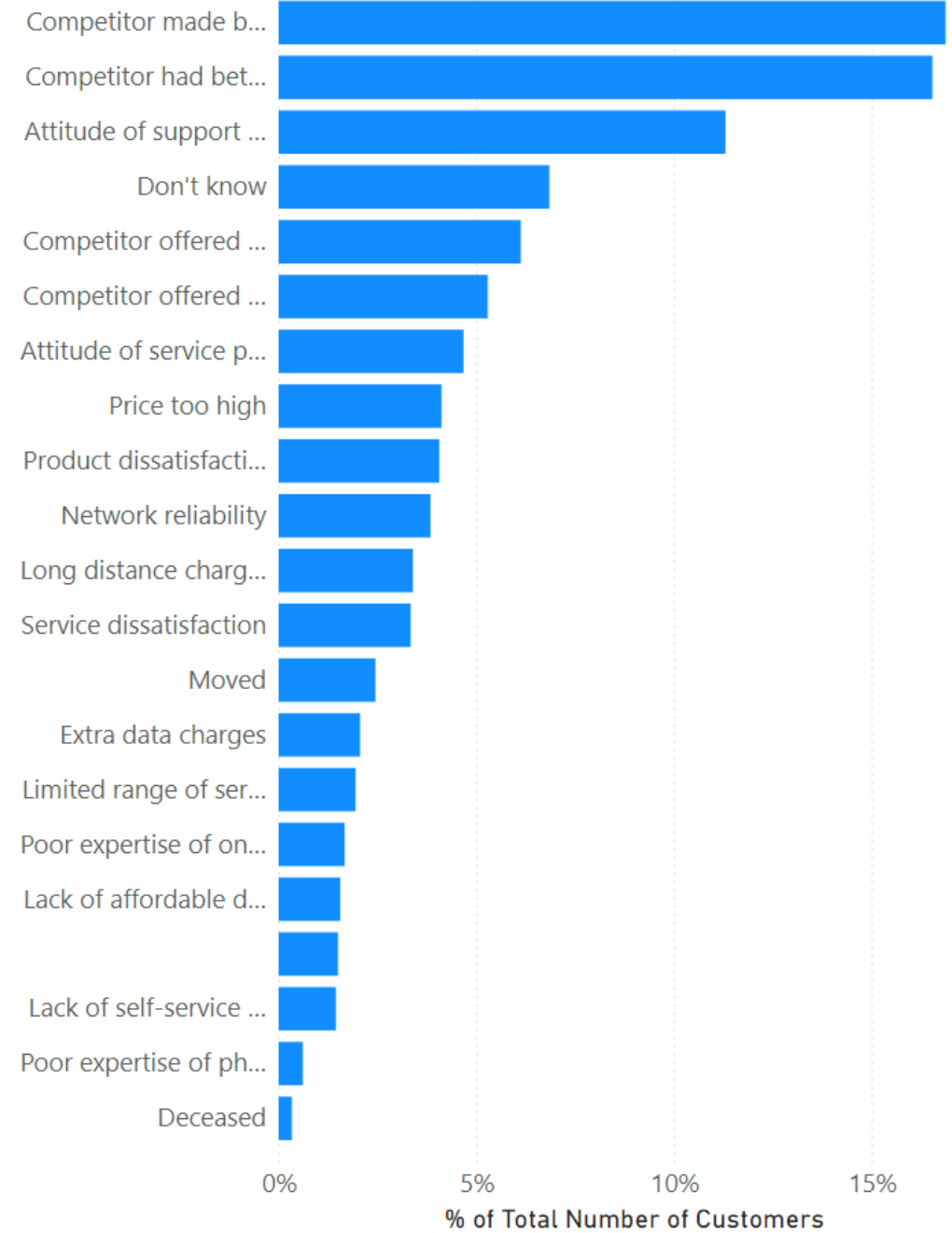
Churn Rate by Demographics
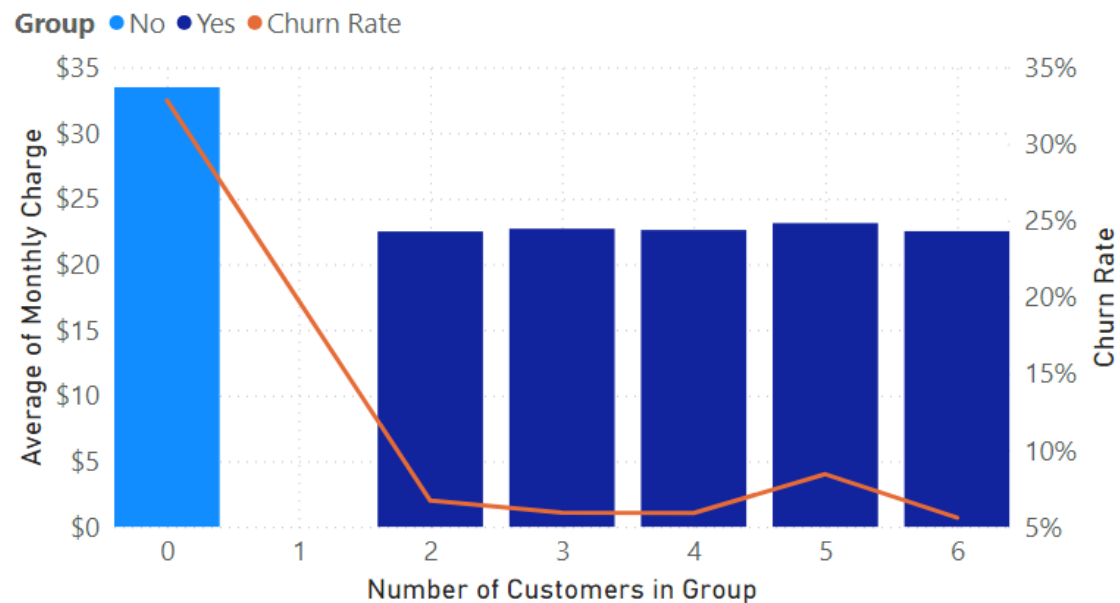

Number of Customers and Churn Rate by Age (bins)

● Number of Customers ● Churn Rate

Churn Reason

Churn Reason	
Competitor made b...	
Competitor had bet...	
Attitude of support ...	
Don't know	
Competitor offered ...	
Competitor offered ...	
Attitude of service p...	
Price too high	
Product dissatisfacti...	
Network reliability	
Long distance charg...	
Service dissatisfaction	
Moved	
Extra data charges	
Limited range of ser...	
Poor expertise of on...	
Lack of affordable d...	
Lack of self-service ...	
Poor expertise of ph...	
Deceased	

% of Total Number of Customers

Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group

Group ● No ● Yes ● Churn Rate

Churn Rate by Contract Category and Gender
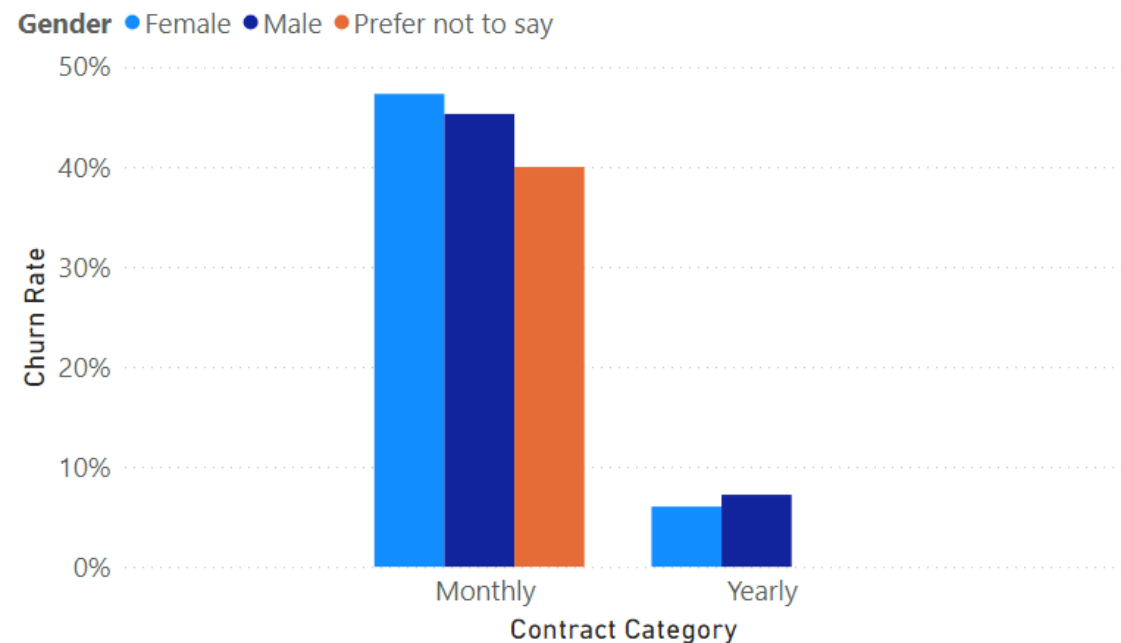
Gender ● Female ● Male ● Prefer not to say

%GT Count of Churn Label by Churn Category

1.50% (1.5%)
10.63% (10.63%)
11.14% (11.14%)
44.82% (44.82%)
15.92% (15.92%)
15.98% (15.98%)

Churn Category
● Competitor
● Attitude
● Dissatisfaction
● Price
● Other
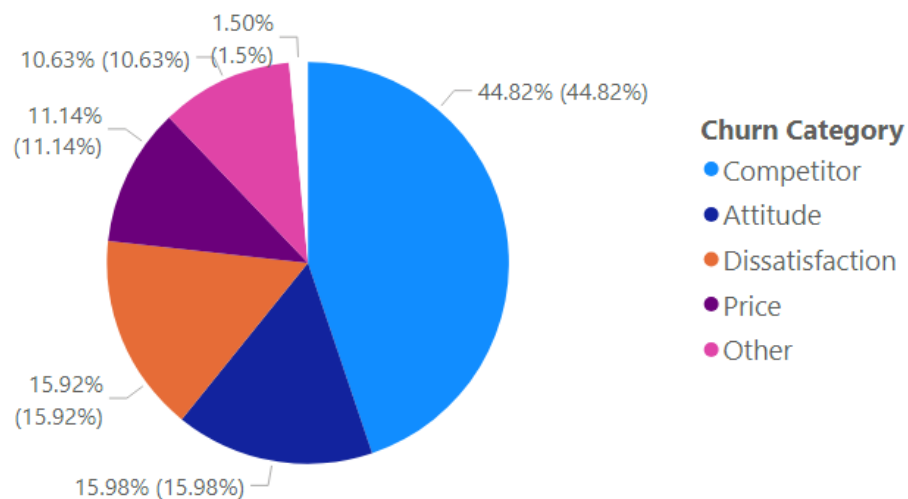
Monthly
46.29%
Churn Rate

Yearly
6.62%
Churn Rate

Count of Customer ID by Contract Type

1.48K (22.12%)
1.8K (26.87%)
3.41K (51.01%)

Contract Type
● Month-to-Month
● Two Year
● One Year
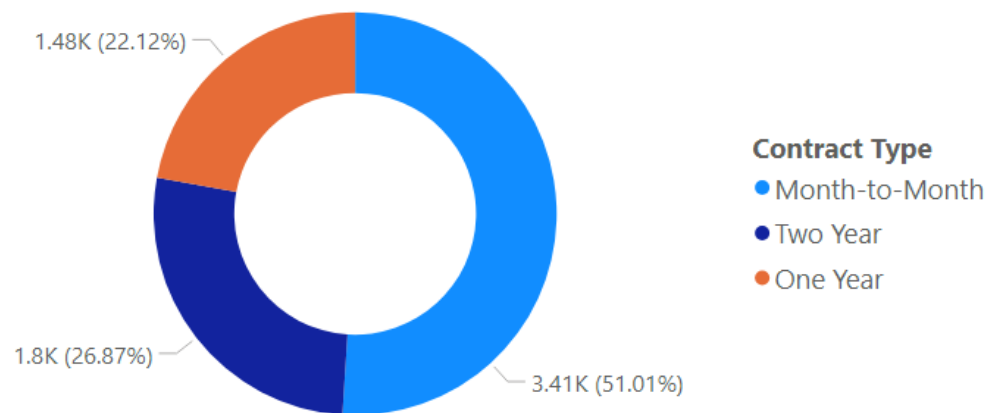
Unlimited Data Plan	Number of Customers	Churn Rate
No	2193	16.10%
Yes	4494	32.11%
Total	**6687**	**26.86%**

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes
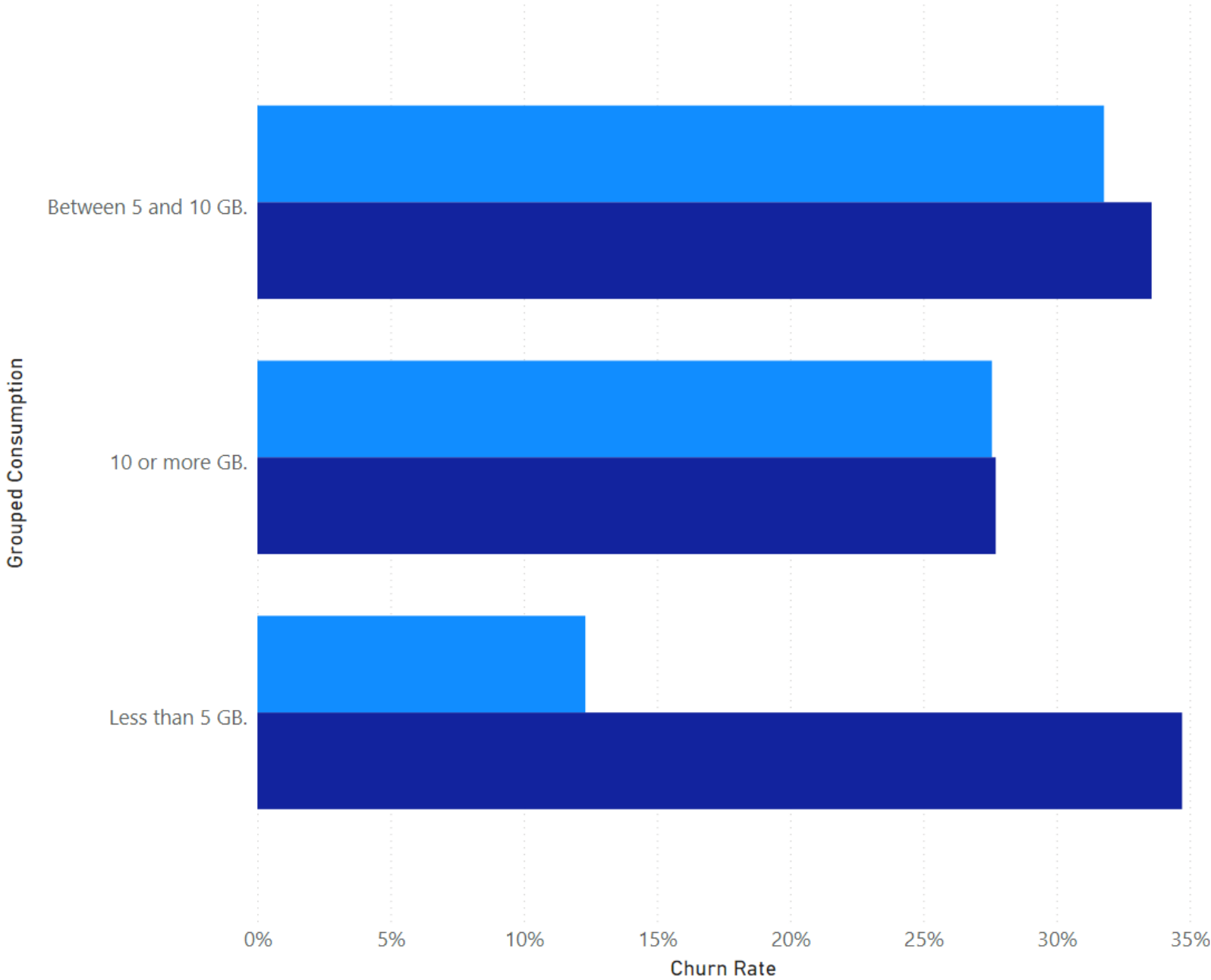
Intl Active	no	yes	Total
No	20.01%	71.19%	22.21%
Yes	40.34%	7.59%	34.31%
Total	27.07%	24.88%	26.86%
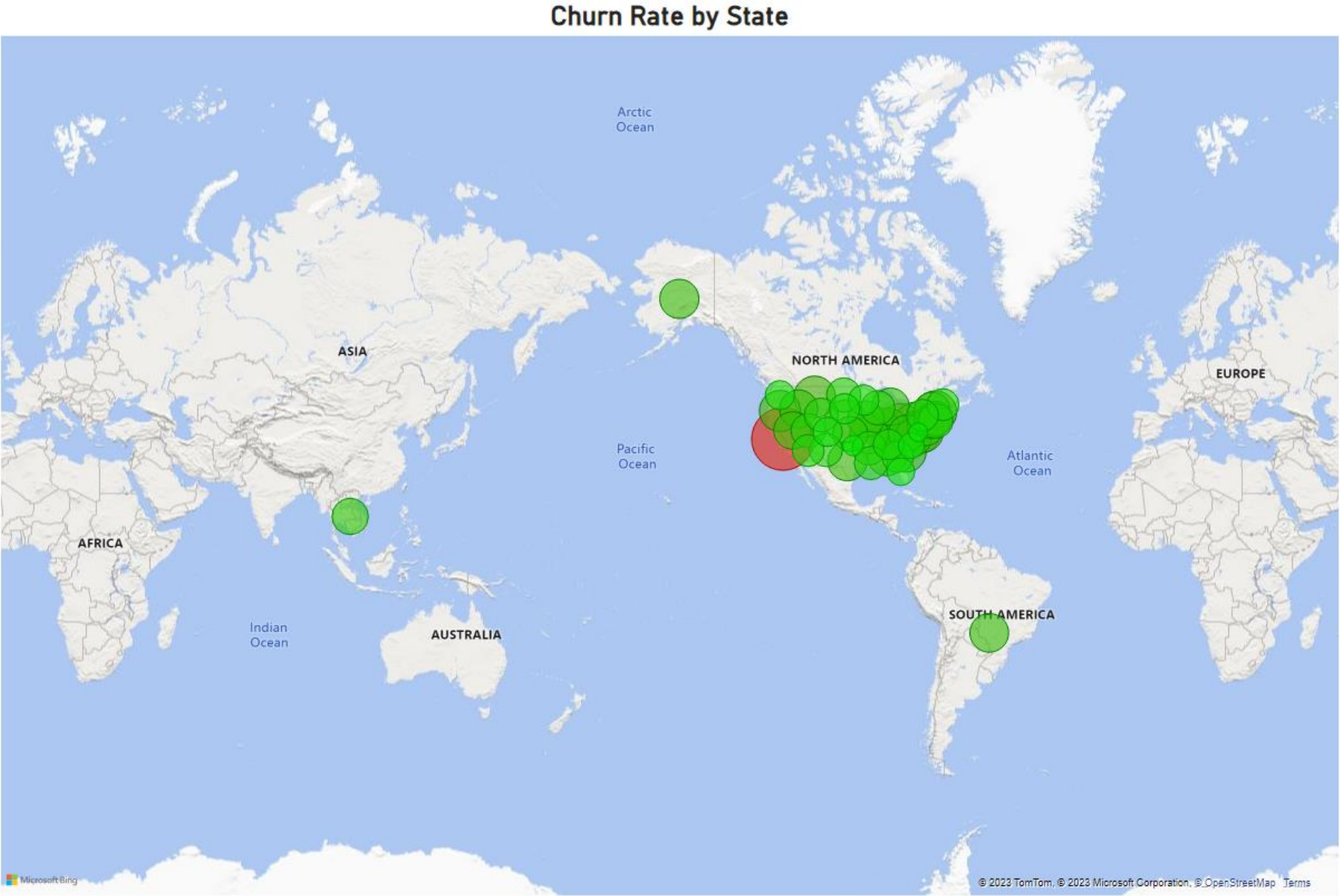
Churn Rate by State
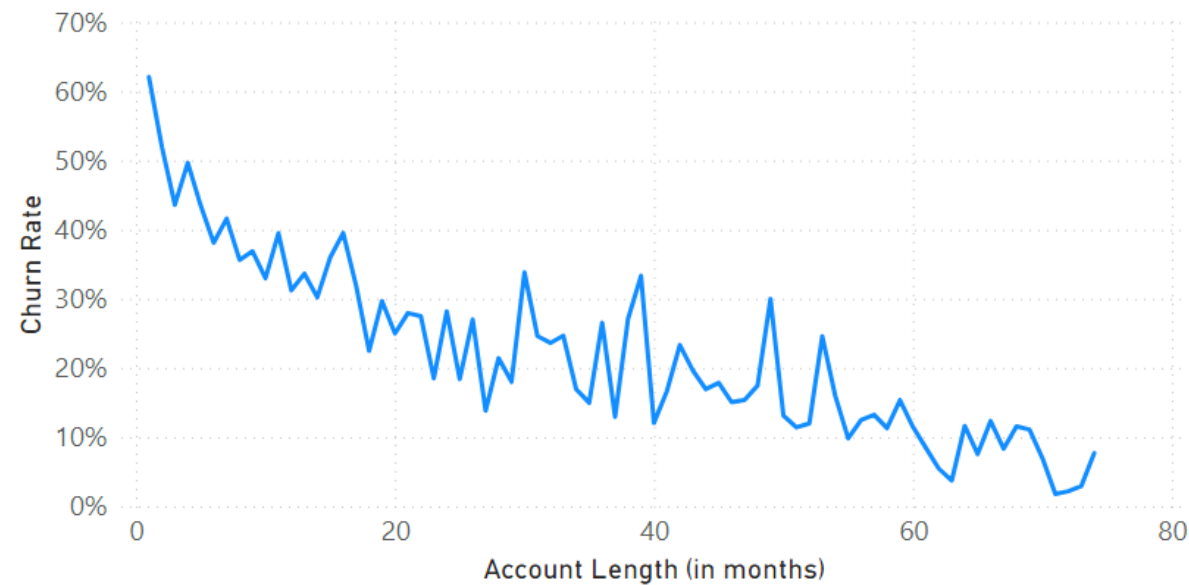
Churn Rate by Account Length (in months)

Number of Customers and Churn Rate by Payment Method

Payment Method
- Direct Debit
- Credit Card
- Paper Check

0.37K (5.55%)
2.61K (39.09%)
3.7K (55.36%)
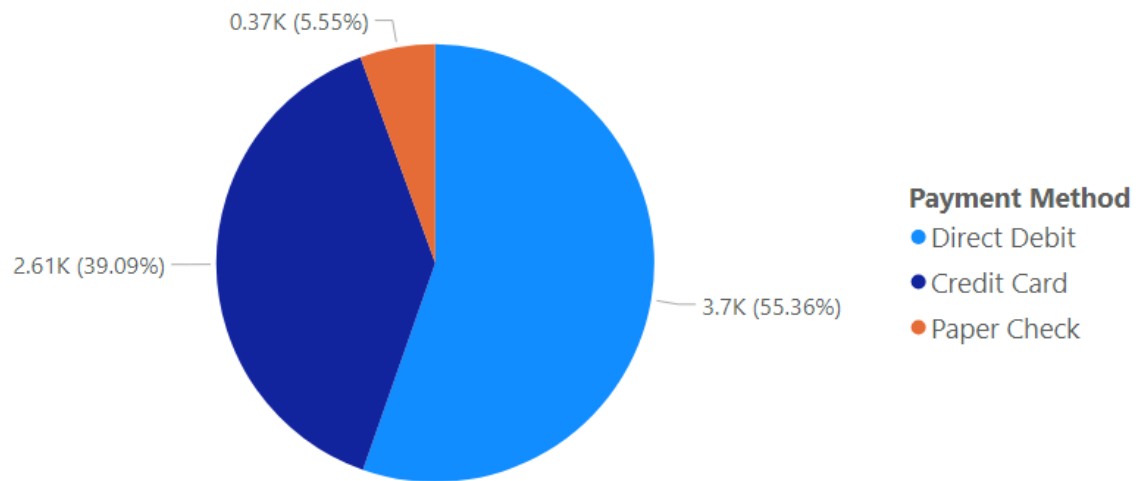
Churn Rate by Account Length (in months) and Contract Type

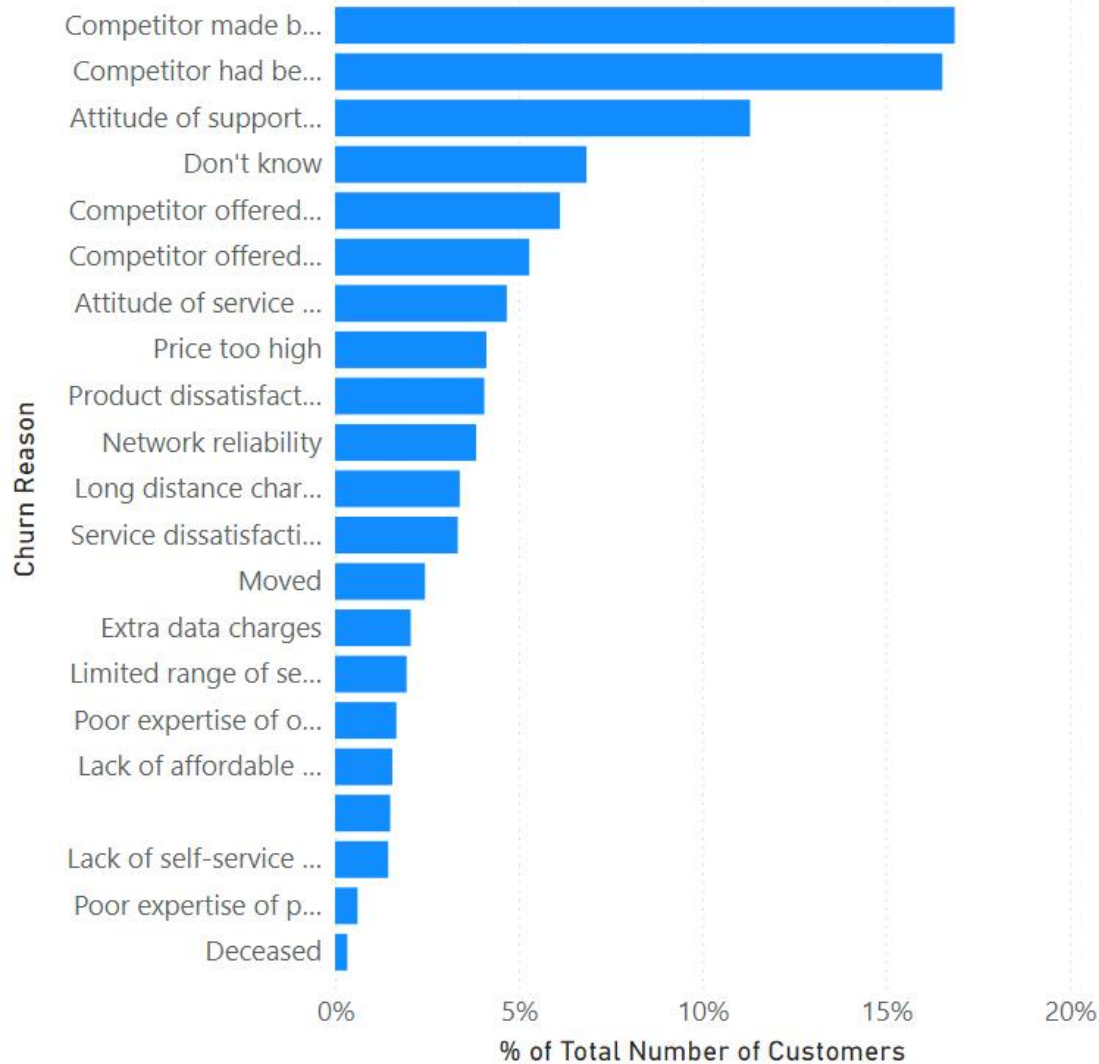Contract Type ● Month-to-Month ● One Year ● Two Year
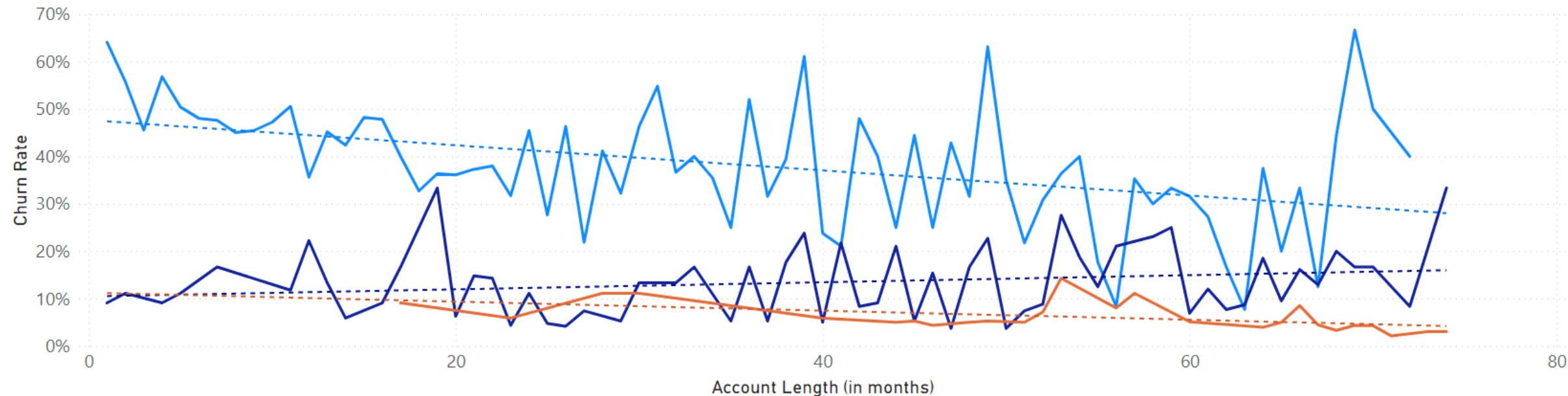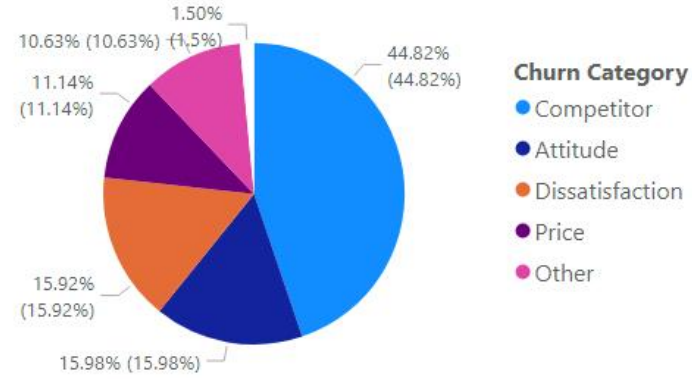
26.86%
Churn Rate

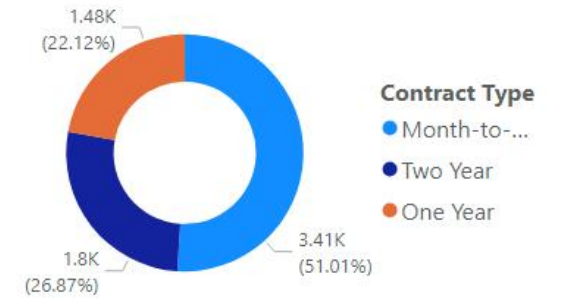# 6687
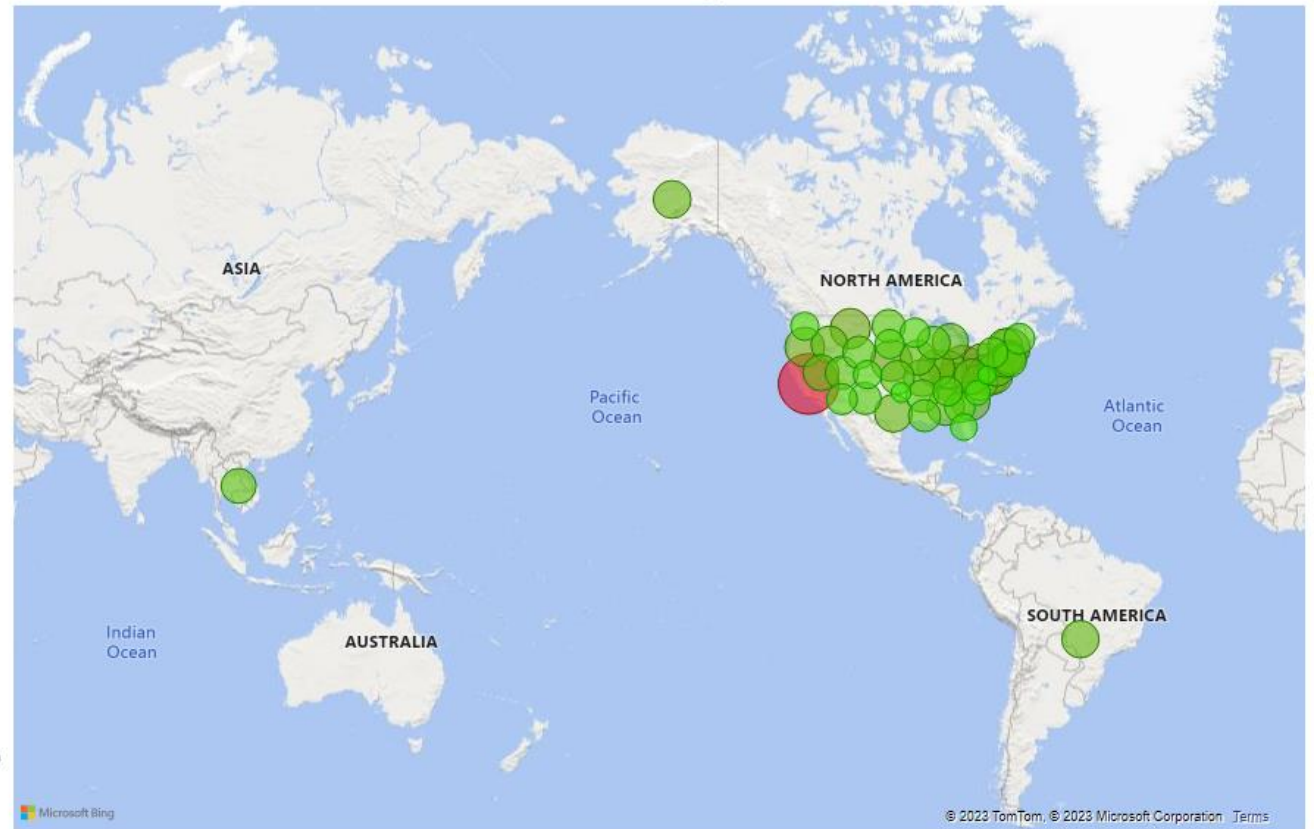Count of Customer ID

1796
Churned

Churn Reason

Churn Reason (y-axis):
- Competitor made b...
- Competitor had be...
- Attitude of support...
- Don't know
- Competitor offered...
- Competitor offered...
- Attitude of service ...
- Price too high
- Product dissatisfact...
- Network reliability
- Long distance char...
- Service dissatisfacti...
- Moved
- Extra data charges
- Limited range of se...
- Poor expertise of o...
- Lack of affordable ...
- Lack of self-service ...
- Poor expertise of p...
- Deceased

x-axis: % of Total Number of Customers (0%, 5%, 10%, 15%, 20%)

%GT Count of Churn Label by Churn Category

- 44.82% (44.82%)
- 15.98% (15.98%)
- 15.92% (15.92%)
- 11.14% (11.14%)
- 10.63% (10.63%)
- 1.50% (1.5%)

Churn Category:
- Competitor
- Attitude
- Dissatisfaction
- Price
- Other

Count of Customer ID by Contract Type

- 1.48K (22.12%)
- 3.41K (51.01%)
- 1.8K (26.87%)

Contract Type:
- Month-to-...
- Two Year
- One Year

Churn Rate by State

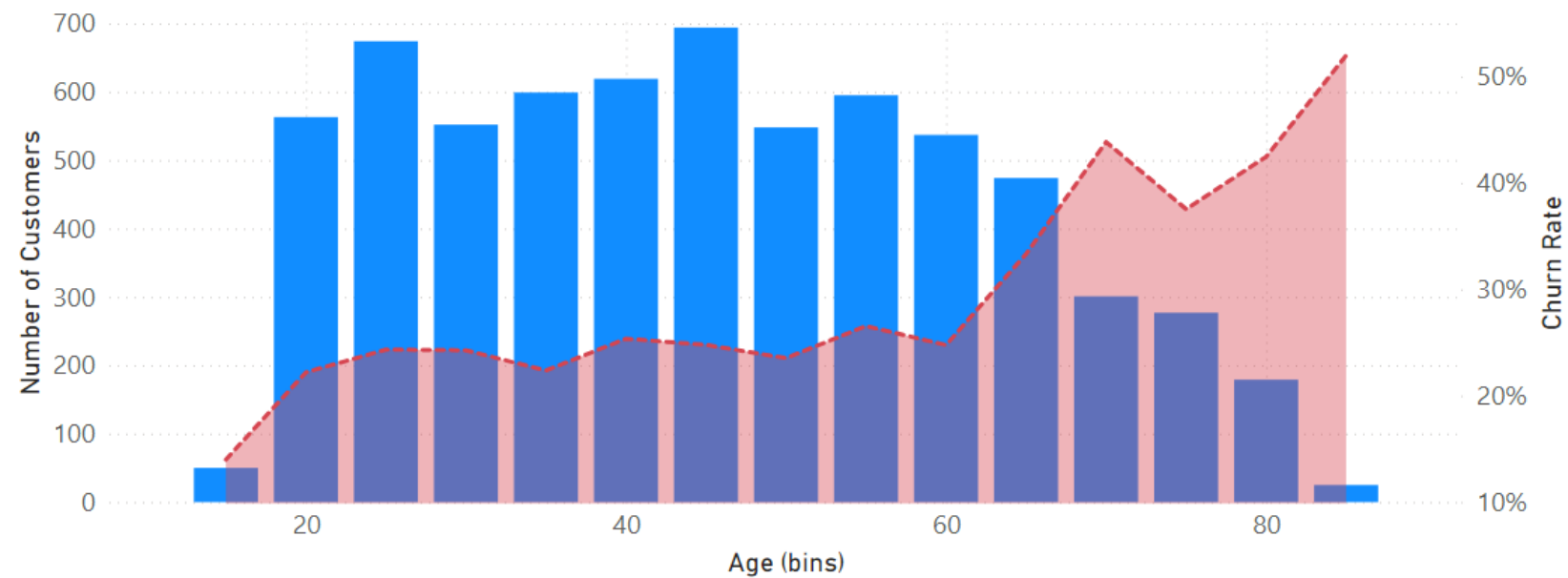© 2023 TomTom, © 2023 Microsoft Corporation Terms
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Number of Customers and Churn Rate by Age (bins)
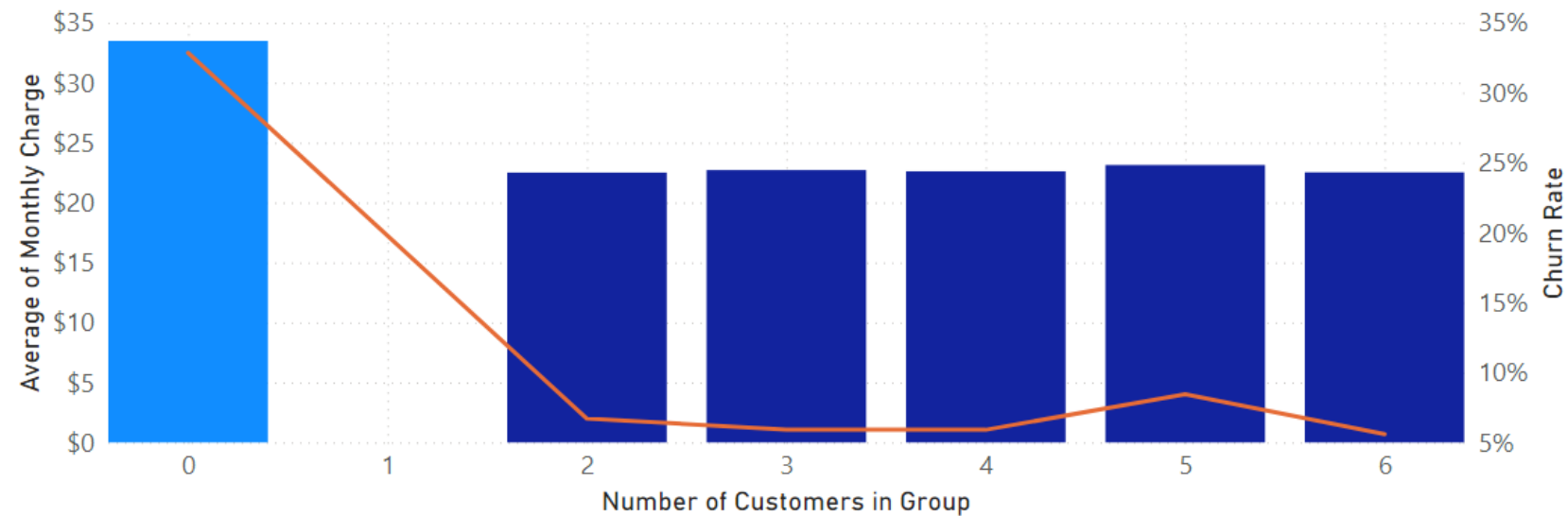
● Number of Customers ● Churn Rate

Account Length (in months)

| 1 | 77 |

Average of Monthly Charge and Churn Rate by Number of Customers in Group and Group
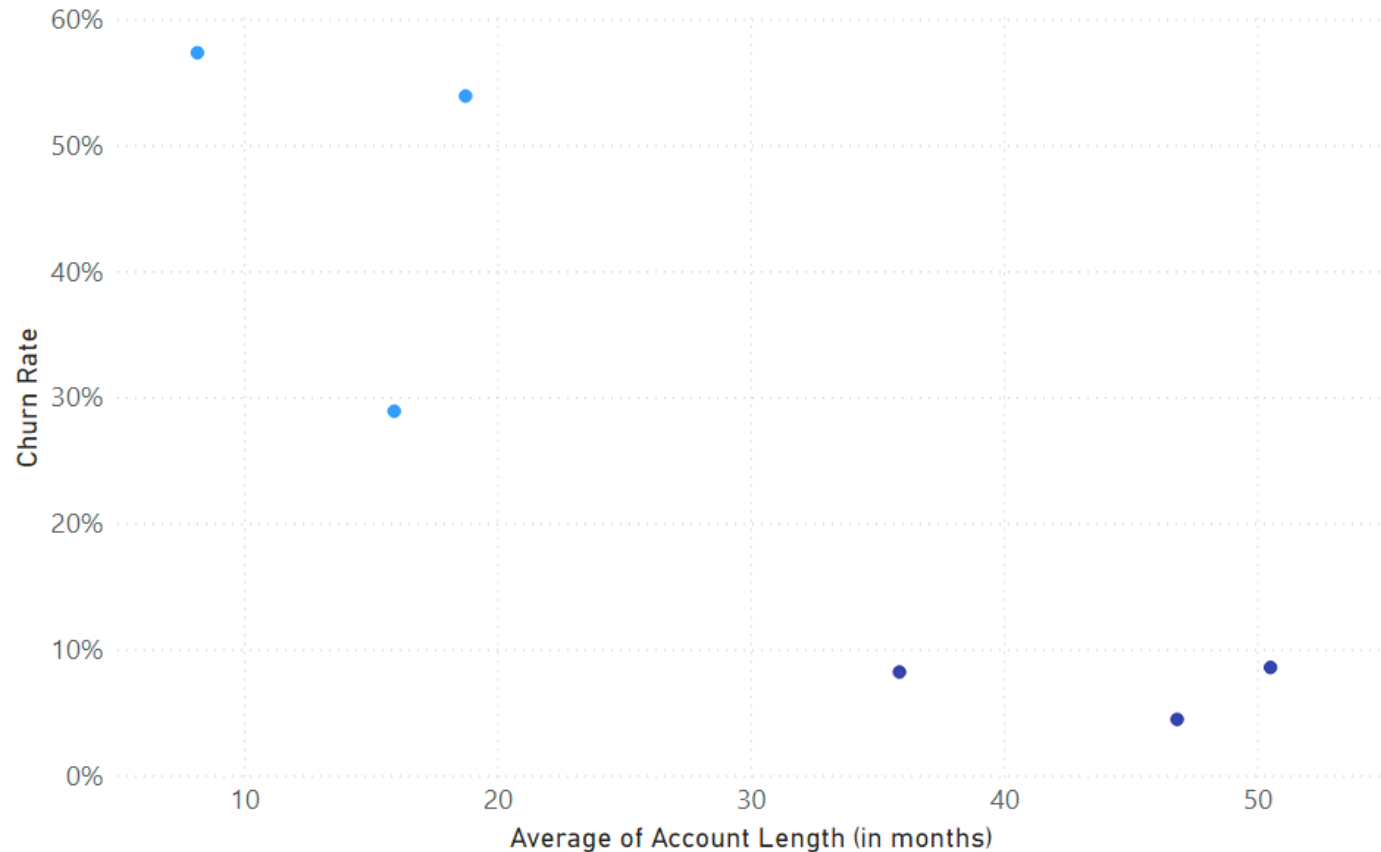
Group ● No ● Yes ● Churn Rate

Average of Account Length (in months) and Churn Rate by Payment Method and Contract Category

Contract Category ● Monthly ● Yearly

6123

Customer Service Calls

0.92

Avg Customer Service Calls

Churn Rate (y-axis): 0% to 60%
Average of Account Length (in months) (x-axis): 10 to 50

Churn Rate by Grouped Consumption and Unlimited Data Plan

Unlimited Data Plan ● No ● Yes

33.64

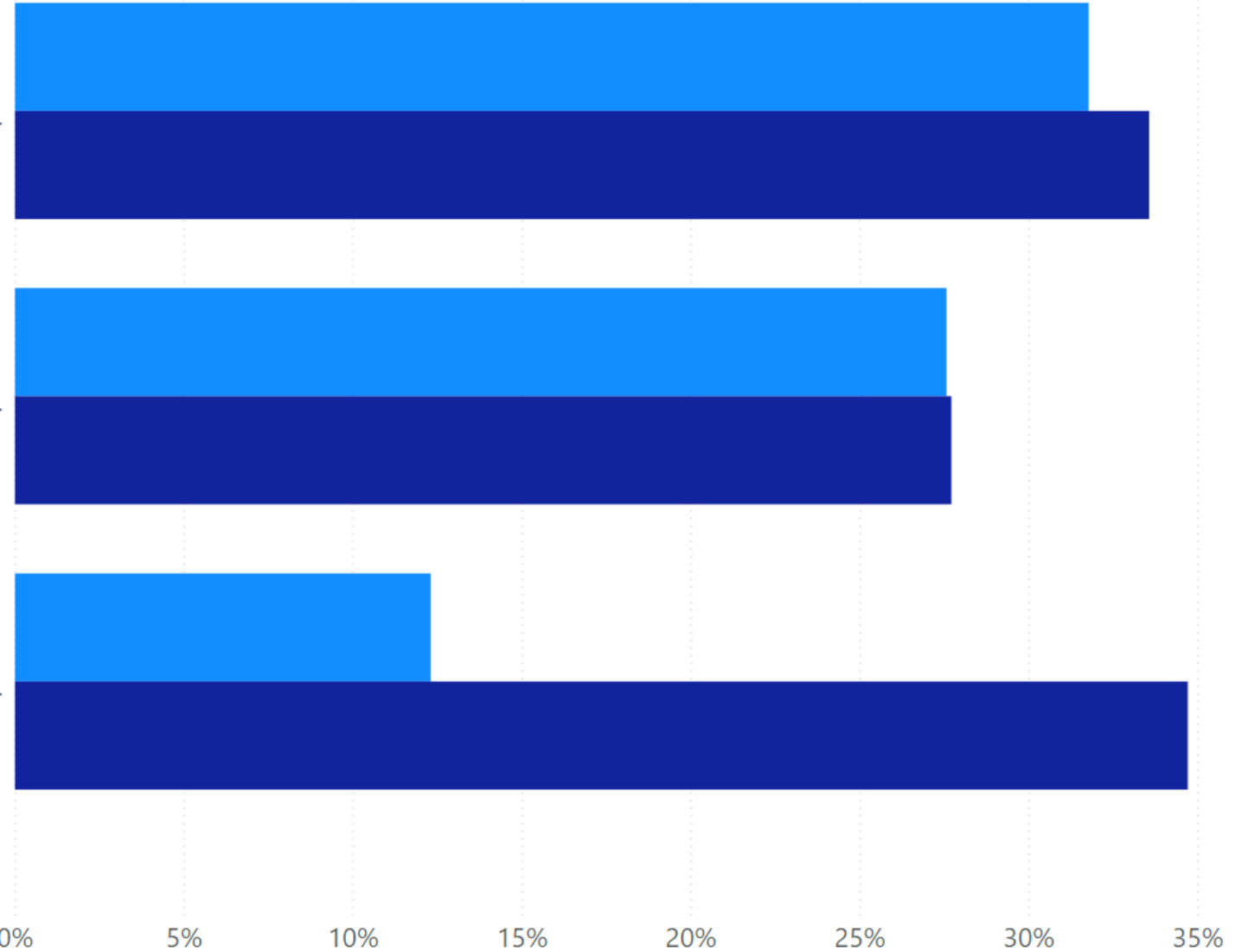Avg Extra International Charges

3.37

Avg Extra Data Charges

6123
Customer Service Calls

33.64
Avg Extra International Charges

0.92
Avg Customer Service Calls

3.37
Avg Extra Data Charges

Churn Rate by State

Microsoft Bing

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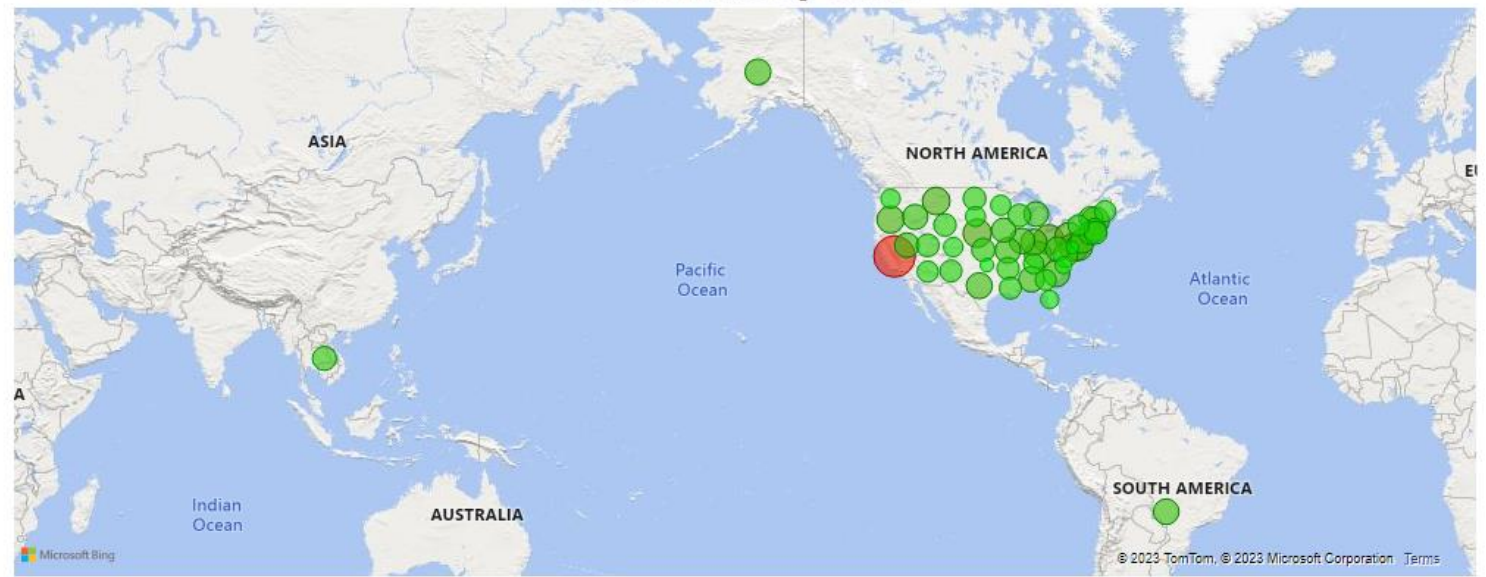
Avg Customer Service Calls by State and Churn Label

Churn Label ● No ● Yes