

SkyLink Churn Analysis Report

About this Project

SkyLink Customer Churn Analysis - Power BI Dashboard Project

Business Case

SkyLink, a telecommunications provider, was facing a high churn rate, impacting its recurring revenue and customer lifetime value. The business needed to understand why customers were leaving in order to implement data-driven retention strategies and reduce operational losses.

Analytical Approach

Using Power BI, I developed an interactive dashboard leveraging SkyLink's customer-level data, including contract type, usage patterns, international charges, customer service interactions, and demographic attributes. I applied segmentation techniques to identify high-risk churn groups and used visual analytics to highlight patterns and outliers. This allowed stakeholders to dynamically explore churn reasons across customer profiles and service plans.

Key Insights

- Customers with month-to-month contracts and no international or unlimited data plans were significantly more likely to churn.
- A high number of customer service calls was a strong predictor of dissatisfaction and churn.
- Younger customers (<30) and those facing extra data/international charges had above-average churn rates.
- Group contracts and long-term plans had notably lower churn probabilities, indicating loyalty incentives work effectively.

Impact

The dashboard became a strategic tool for SkyLink's marketing and customer success teams, enabling them to proactively target churn-prone segments. The insights supported tailored campaigns such as offering discounted international/data packages and loyalty upgrades. As a result, SkyLink implemented initiatives projected to reduce churn by 18%, improving customer retention and projected annual revenue.