

# Tableau User Story | Customer Churn

## Introduction

This user story outlines the specifications for building four dashboards using Tableau to help stakeholders and executives analyze customer Churn for a subscription-based business

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## Churn Dashboard | Requirements

### Dashboard Purpose

The dashboards aim to understand the patterns and drivers of customer churn using an analysis that highlights key metrics and trends.

### Key Requirements

#### KPI Overview

**Total Number of Customers:** Display the total active customer count at any given point to gauge overall subscription size.

**Churn Rate:** Show the percentage of customers who have unsubscribed within a specified period.

**Revenue Loss:** Calculate and display the total potential revenue lost due to customer churn, offering a financial perspective on the churn impact.

**Customer Calls:** Show the total number of customer service calls made, which can help identify whether high interaction with customer service correlates with churn rates.

#### Demographic Overview

Display an analysis of Churn by State by Age Group

#### Payment and Contract Analysis

**Payment Method:** Assess the relationship between payment methods (e.g., credit card, direct debit, electronic check) and churn rates, as certain methods may correlate with higher churn.

**Contract Type:** Compare churn rates across contract types (e.g., month-to-month, one-year, two-year contracts) to see which terms yield more loyal customers.

**Plan Type:** Analyze churn by plan types (e.g., basic, premium, family plan) to see if certain plans experience more churn and assess potential areas for plan optimization.

#### Additional Functional Requirements

Filters, Dynamic Visualizations, Dashboard Interactivity